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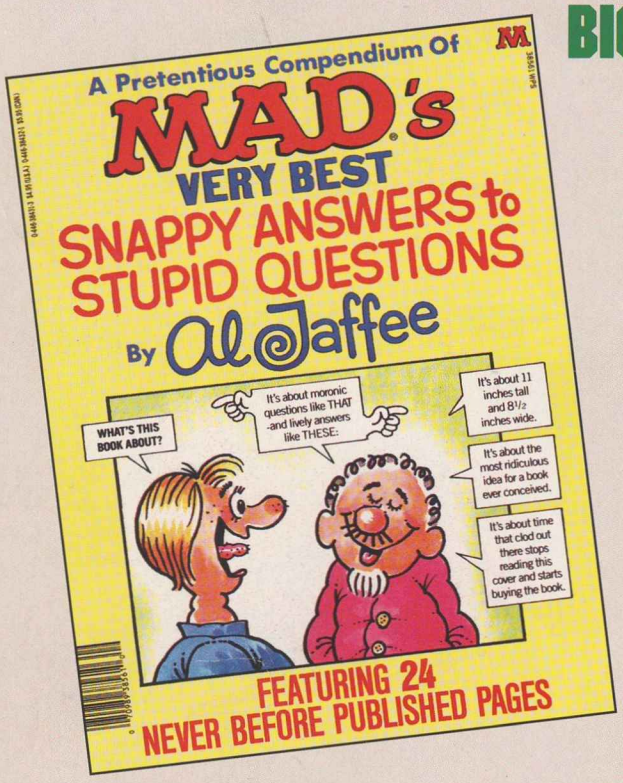

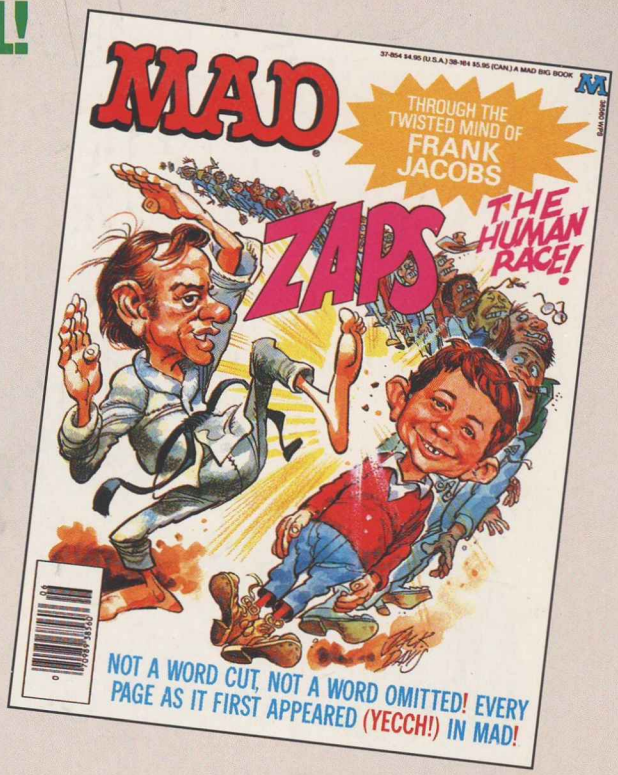

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MAD'S CREATURE PRESENTATION SUPER SPECIAL NUMBER SEVENTY-TWO FALL 1990

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DICK DE BARTOLO *creative consultant*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

FRONT COVER ARTIST: BASIL WOLVERTON

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DEPARTMENTS

FISH SCHTICK DEPARTMENT
"Splashdance" (A MAD Movie Satire) 2

FROM BAD TO VOICE DEPARTMENT
What It Will Be Like When Every Device Talks 8

OUT OF THE FRYING PAN AND INTO THE IRE DEPARTMENT
We Won't Miss Them . . . or Will We? 10

JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 13, 69

TURNING BACK THE CROCK DEPARTMENT
MAD's List of Runners-Up for the Three Biggest Lies in America 14

A STAR IS PORN DEPARTMENT
MAD's X-Rated Celebrity Trivia Quiz 16

POSITIVE WINKING DEPARTMENT
Ain't It Great! 17

ERR APPARENT DEPARTMENT
How Many Mistakes Can You Find in this Picture? 20

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side of 22,80

WATCH OUT!!! LOCK YOUR DOORS AND WINDOWS!!! (AND LOCK THIS MAGAZINE IN WITH YOU!) MAD'S CREATURE PRESENTATION IS NOW ON THE LOOSE!!!

OUR CREATURE PRESENTATION DEPARTMENT
"Grimlins" (A MAD Movie Satire) 28

SPECIAL FEATURE DEPARTMENT
The MAD Reader 35

SPOOKING FROM PICTURES DEPARTMENT
Horrifying Clichés 41

KONG-PHEW DEPARTMENT
"King Korn" (Yet Another MAD Movie Satire) 44

SURPRISE! ONE OF OUR RIDICULOUS FOLD-INS! 51

ANT-TICS DEPARTMENT
A MAD Look at Ants 52

PLAYING IT FOR SHARK VALUE DEPARTMENT
"Jaw'd" (Yes—It's ANOTHER MAD Movie Satire!) 54

KONG-TWO DEPARTMENT
A MAD Look at King Kong 62

SNAKING DO DEPARTMENT
Other Uses for Pet Boa Constrictors 66

RIGHTS TO WRONGS DEPARTMENT
Little Known Patents . . . and the Patents' Holders 70

POINT OF YOU DEPARTMENT
What's Cute . . . and What's Not 72

RIP, PLEASE! DEPARTMENT
MAD's Modern Believe It or Nuts! 74

NAH-NUKE, NAH-NUKE! DEPARTMENT
*C*R*E*E*P of the Year* 75

CRASHING BORE DEPARTMENT
A MAD Look at Airline Safety Instructions 85

DUPES AND DON'TS DEPARTMENT
The Best . . . and Worst Things to Say for Every Occasion 88

SALOONY GOONS DEPARTMENT
"Beers" (A MAD TV Satire) 92

MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones . . . . . **

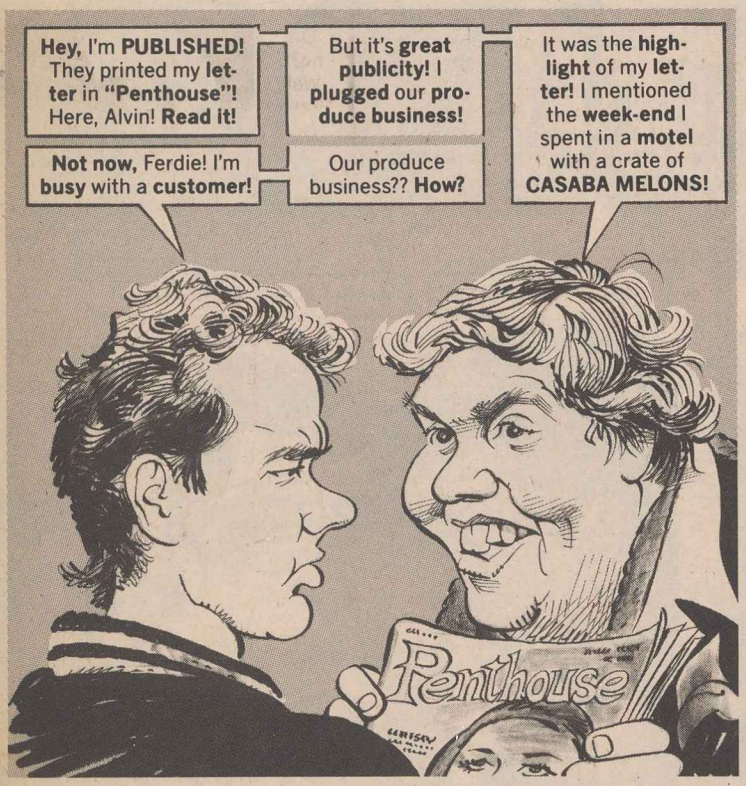
**Various Places Around The Magazine*

FISH SCHTICK DEPT.

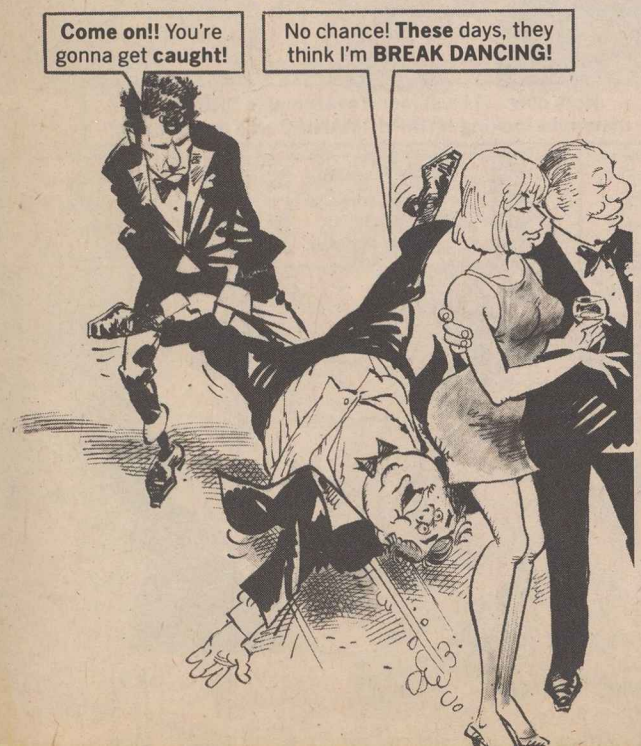
LAST YEAR ... IT WAS JENNIFER BEALS ON LAND! THIS YEAR ... IT'S DARYL HANNAH UNDER WATER IN ...

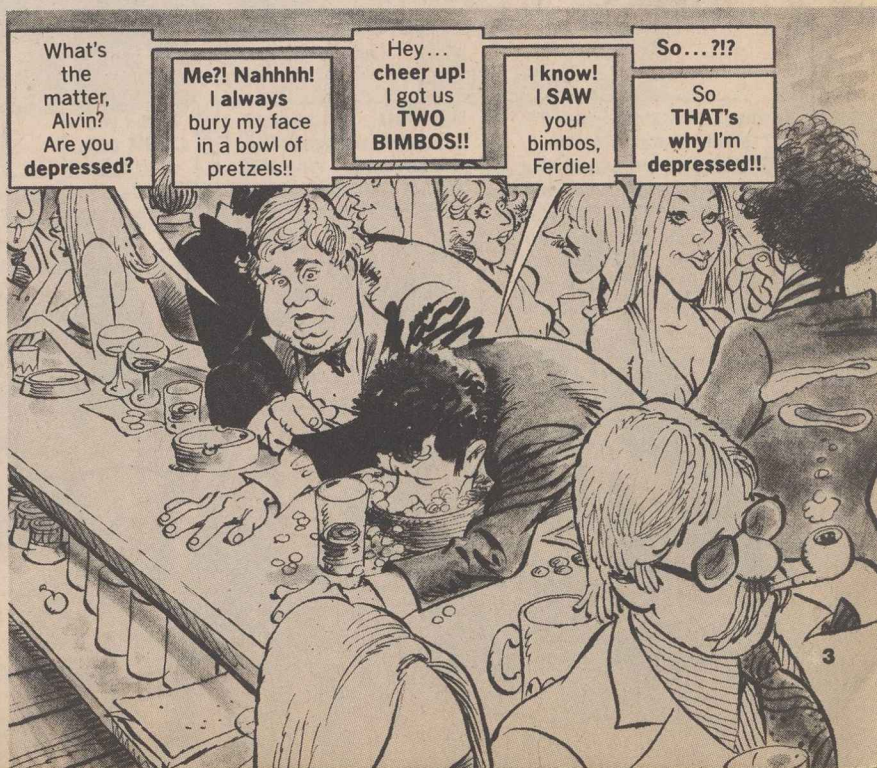
Splash

dance

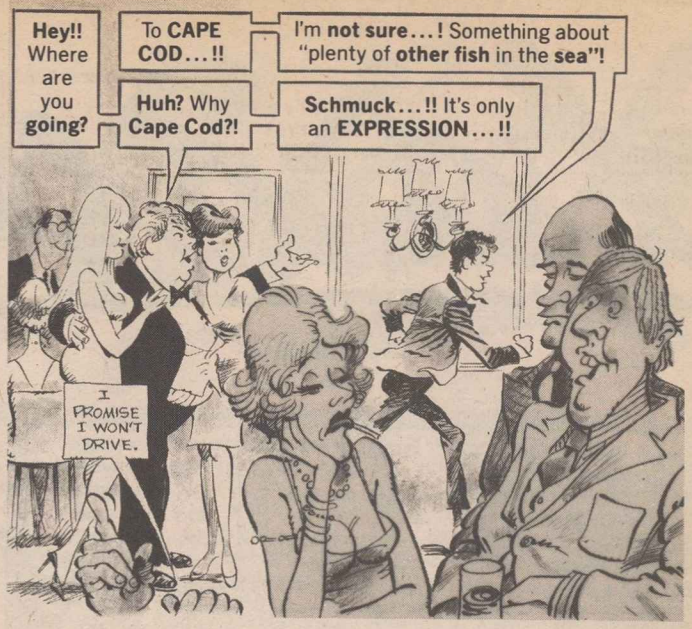


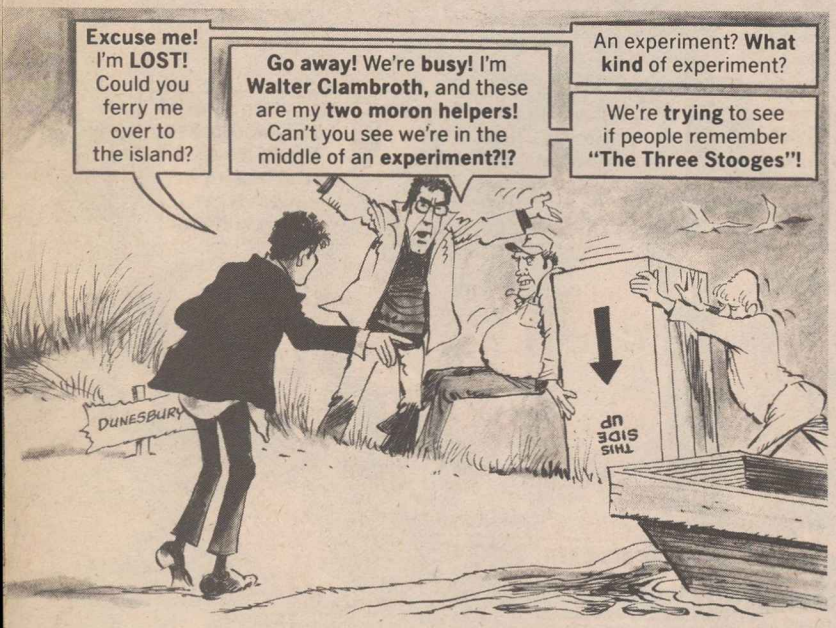
WRITER: ARNIE KOGEN ARTIST: MORT DRUCKER





I'm **miserable,** Ferdie! I'm **fed up** with this **New York Singles Scene!**
Take it **easy,** kid! You're just **upset** because you **broke up** with your **girl!** Remember, there are plenty of **other** fish in the sea!
That's **IT!!** Thanks for the **advice!**


Hey!! Where are you **going?**
To **CAPE COD...!!**
Huh? Why **Cape Cod?!**
I'm **not sure...!** Something about "plenty of **other fish** in the **sea"!**
Schmuck...!! It's only an **EXPRESSION...!!**
I PROMISE I WON'T DRIVE.


Excuse me! I'm **LOST!** Could you ferry me over to the island?
Go away! We're **busy!** I'm **Walter Clambroth,** and these are my **two moron helpers!** Can't you see we're in the middle of an **experiment?!?**
An experiment? **What kind** of experiment?
We're **trying** to see if people remember **"The Three Stooges"!**
DUNESBURY
THIS SIDE UP

Y'know... you're **MAD!**
Yes! But at least I'm **not LOST!**

Whew...! What **happened?!** I fell off a **boat,** started to **drown,** and then **someone** pulled me **ashore!** But **WHO?**
Hey, **YOU...!** Incredibly beautiful **stranger!!** Did **YOU** save me?? Who **ARE** you...? Can you **TALK??**
And if you **CAN'T talk,** what **CAN you do...?**

Holy cow...! I just found **everyman's DREAM!** A **dynamite-looking NYMPHOMANIAC** who **doesn't talk!**

Hmmmm...! I wonder who she IS?!
I wonder where she LIVES?!
I wonder why my lips suddenly taste like I kissed a HERRING!?
Can you BELIEVE this SCENE ...in a DISNEY MOVIE?!?
Hollywood is always looking for a NEW FACE ...among OTHER THINGS...and I think they just found one!
That's AMAZING...!! Absolutely AMAZING!!
What? That a lady can suddenly materialize at the Statue of Liberty...totally nude?
No...that she can walk through a crowd of New Yorkers...and nobody ripped off her valuable gold necklace!!
Okay, lady...we're pulling you in!
I dunno what country you come from, but the Statue says, "Give me your TIRED and your POOR!" It don't say nuthin' about your STARK NAKED!
You KNOW this kook, Mister...?
Uh...yeah! Sort of...!
Well, get her out of here! She's a lousy trouble-maker!
What'd she do?
She shows up at the Statue of Liberty...lookin' like Lady Godiva! It took twenty-six cops to arrest her!
What?!? TWENTY SIX COPS?!?
Hey, when a naked lady who looks like HER has to be arrested, we suddenly get a lot of volunteers!
NY ♥ ME
This girl's unbelievable!! She doesn't talk...! And all she ever wants to do is kiss...and make love!!
Funny...I've never seen a chick so AT HOME on a WATER BED...!!
OH-BOY!
I've misplaced my girl friend! Have you seen a gorgeous blonde who doesn't talk...who's innocent, unspoiled and sex-crazed...who's every man's fantasy?
Sure! Over there! She has your credit card! She's been on a spending spree!!
She's run up charges of well over $7000!
Suddenly my fantasy girl is turning into a New York housewife!
More than you know! She's ALSO been staring at TV for seven hours straight!
GUCCI BAG LADY

Hello, Alvin! I find that your **TV** is **very educational!**

You can **TALK?!?**

Yes! **Colgate** is a **great-tasting gel! Pepsi** is **less filling! Don't squeeze** the **Charmin!** And **now,** here's your **host, Burt Convy!!**

Hon, its been **a rough day!** Let's go back to **my** place!

Not tonight! I feel **logy, listless** and **out-of-sorts!**

Look, **FORGET TV!** We'll just **relax** in **bed,** and—

I PITY THE POOR FOOL WHO TRIES TO GET ME INTO THE SACK!!

Oooops! Sounds like she watched **"MR T", too!!**

I just **can't believe it!!** You **mastered English** by spending a **few hours** in **Bloomingdale's Television Department?!?**

Yes... but **one** thing **puzzles** me! Who is this **"SONY"?**

That's the name of a **Japanese TV manufacturer!**

Oh... some of my **best friends** were **Japanese!!**

WERE?

Yes! **Most** of them are **now SUSHI!**

Lexington, what are you **doing** in there?

Taking a **bath!**

At **THREE** in the **MORNING?!**

I'm waiting for the **TIDE** to come in!!

Lexington is **VERY STRANGE,** Ferdie! I mean—that **bath-tub incident**... her **weird behavior** in **Bloomingdale's** ... popping up **STARK NUDE** at the **Statue of Liberty!!**

Hey, man... **don't knock nudity!** Its what **MADE** this country **GREAT!!**

I really don't mean to **EMBARRASS** you, Alvin... but where **I come from,** we **EAT** lobsters this way!!

My GOD...! I'm dating a girl from **SOUTH PHILLY!!**

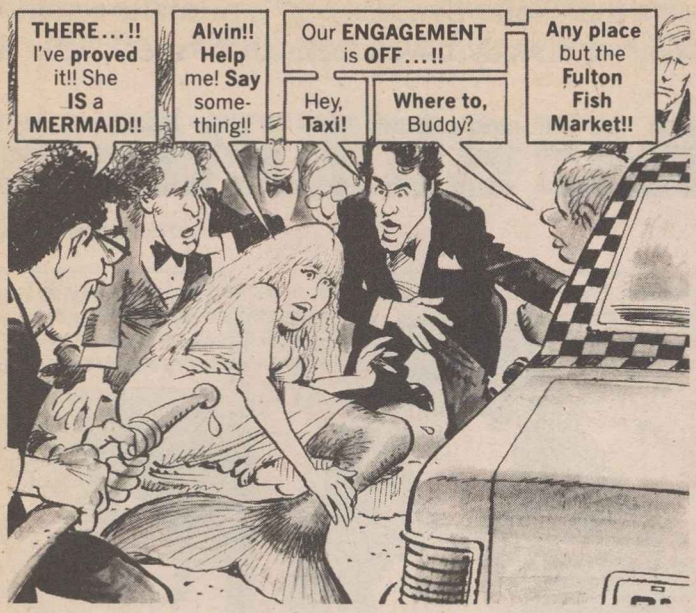
I've been **following you** since **Cape Cod** and, **at last,** I've **caught up** with you!

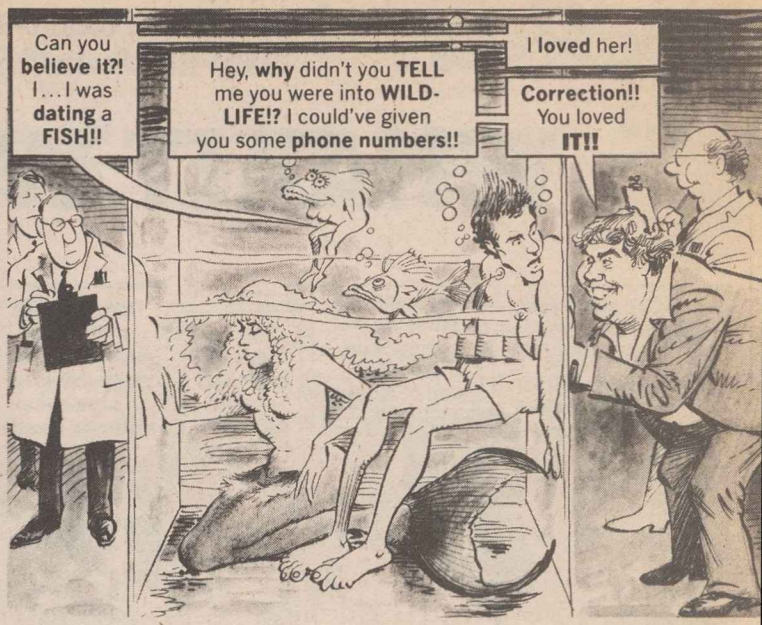
Walter Clambroth is about to **prove** something... **once** and for **all!!**

SPLASH!

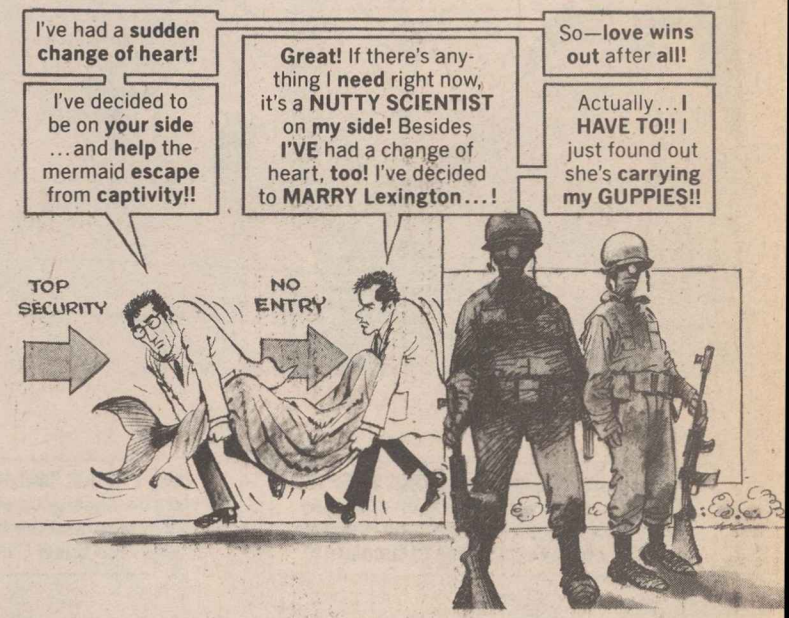
MISSED AGAIN... for the **umpteenth time!** But I **proved** my **point**...!!

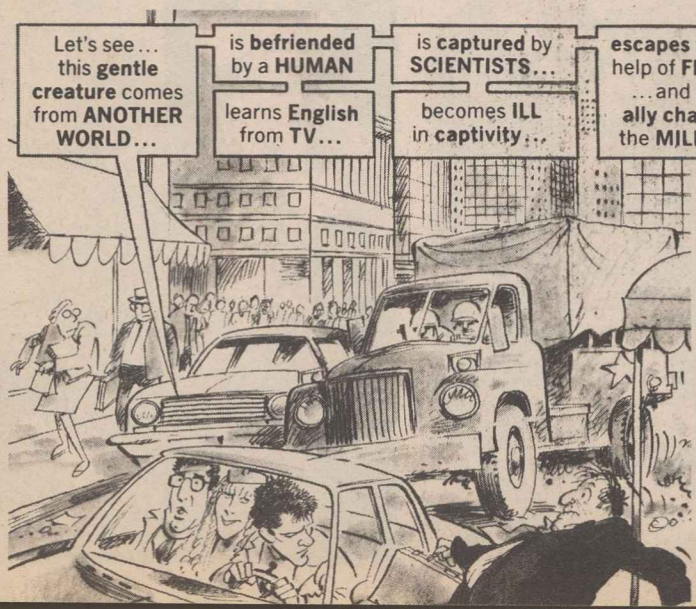
Peter Sellers may be **gone,** but the character of the bumbling **Inspector** Clouseau is **STILL ALIVE in films!!**

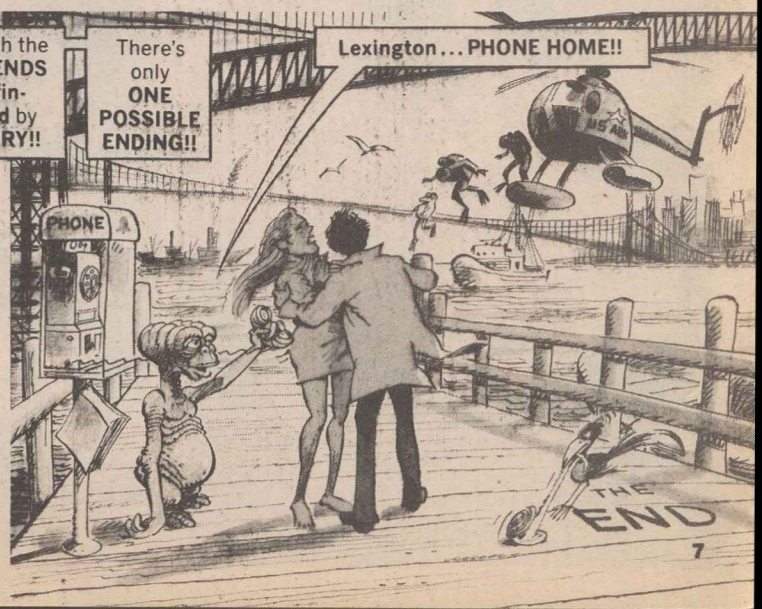

THERE...!! I've proved it!! She IS a MERMAID!!
Alvin!! Help me! Say something!!
Our ENGAGEMENT is OFF...!!
Hey, Taxi!
Where to, Buddy?
Any place but the Fulton Fish Market!!


Can you believe it?! I...I was dating a FISH!!
Hey, why didn't you TELL me you were into WILD-LIFE!? I could've given you some phone numbers!!
I loved her!
Correction!! You loved IT!!

Ferdie, as my older brother, I need compassion and understanding at a time like this!
Okay...look at the GOOD side! She could have been a SWORD FISH!! You could have been BADLY INJURED making love to her!
Thanks for the understanding! I KNEW I could talk to you...!


I've had a sudden change of heart!
I've decided to be on your side ...and help the mermaid escape from captivity!!
Great! If there's anything I need right now, it's a NUTTY SCIENTIST on my side! Besides I'VE had a change of heart, too! I've decided to MARRY Lexington...!
So—love wins out after all!
Actually...I HAVE TO!! I just found out she's carrying my GUPPIES!!
TOP SECURITY
NO ENTRY

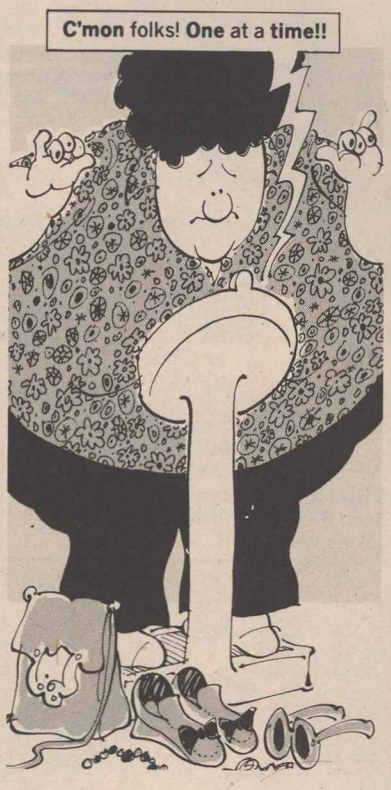

Let's see... this gentle creature comes from ANOTHER WORLD...
is befriended by a HUMAN
learns English from TV...
is captured by SCIENTISTS...
becomes ILL in captivity...
escapes with the help of FRIENDS ...and is finally chased by the MILITARY!!


There's only ONE POSSIBLE ENDING!!
Lexington...PHONE HOME!!
PHONE
THE END

What's the newest thing on the science front? White bread...?! Boy, are you out of touch! No, it's the "Voice Synthesizer," a miniature computer chip that "talks." So far, we already have clocks that "speak" the time,

WHAT IT WILL BE LIKE WH

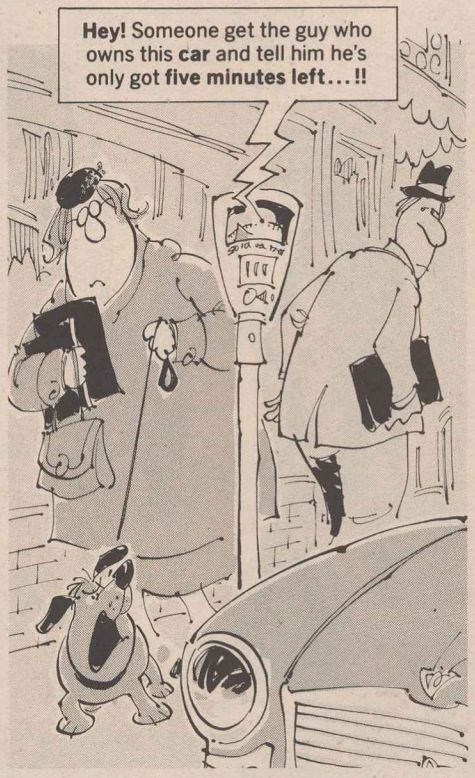
ARTIST: PAUL COKER



and autos that "tell" when something is about to go wrong mechanically. How long will it be before just about everything has a voice? Oh, just about the time it will take you to read this article which we've titled:

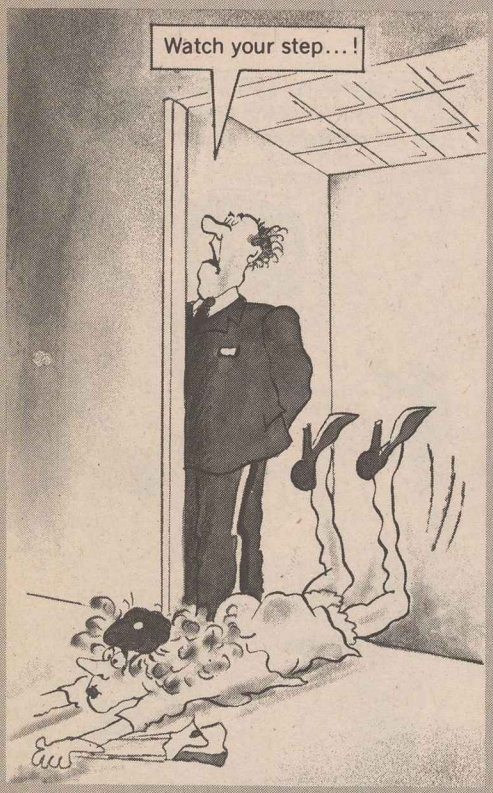
EN EVERY DEVICE "TALKS"

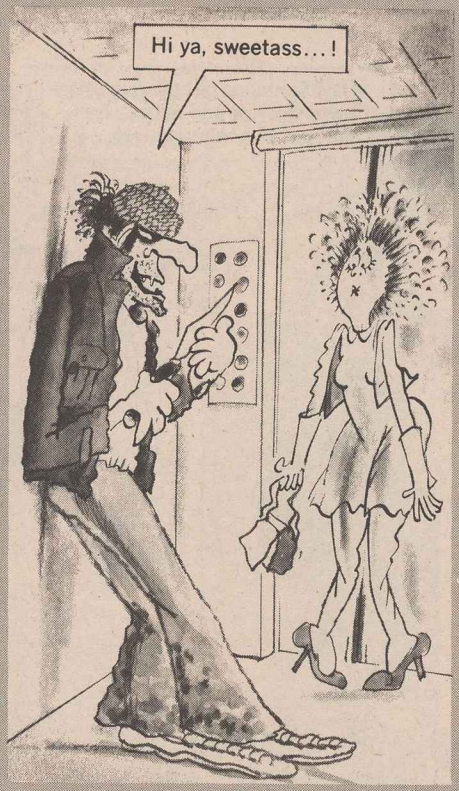
WRITER: DICK DE BARTOLO



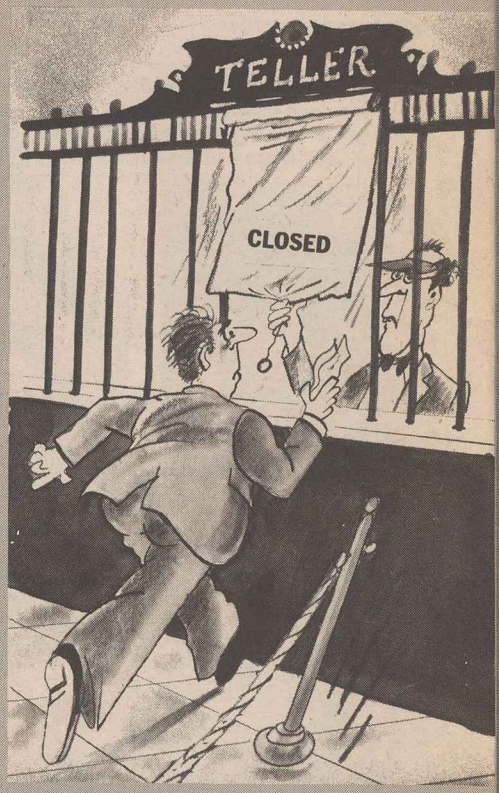
WE WON'T MISS TH

WE WON'T MISS THOSE ELEVATOR OPERATORS... OR WILL WE?!?

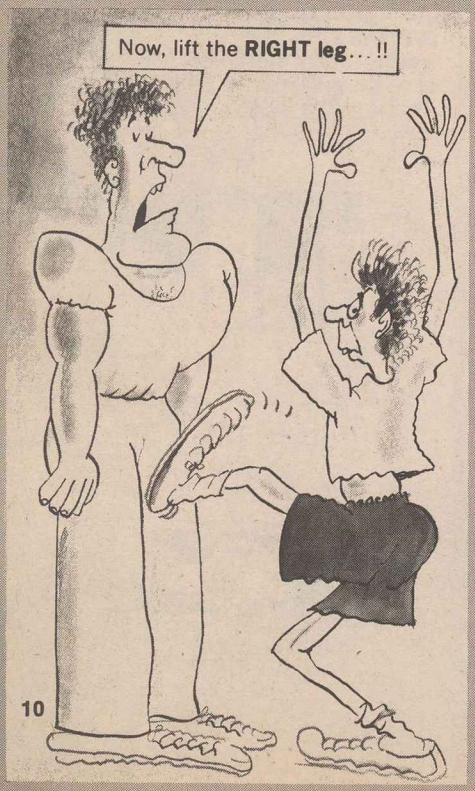


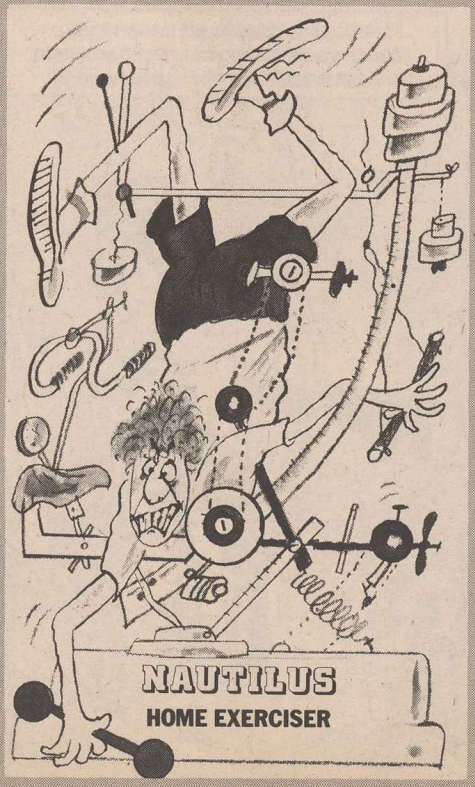


WE WON'T MISS THOSE BANK TELLERS

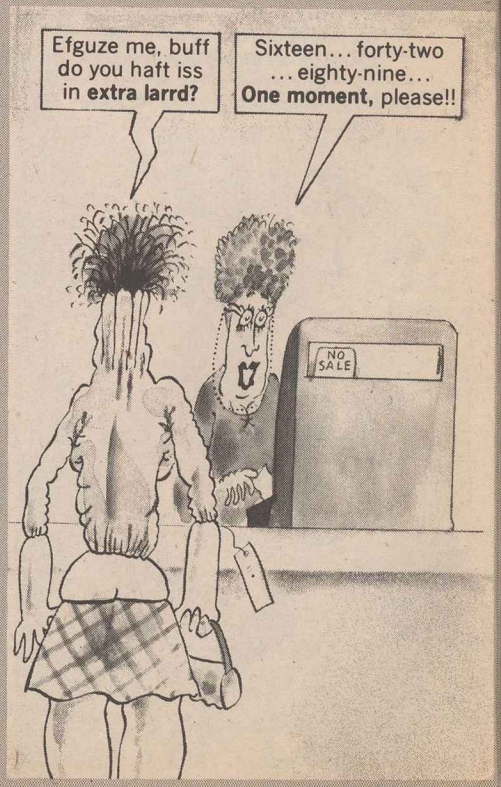


WE WON'T MISS THOSE GYM INSTRUCTORS... OR WILL WE?!?





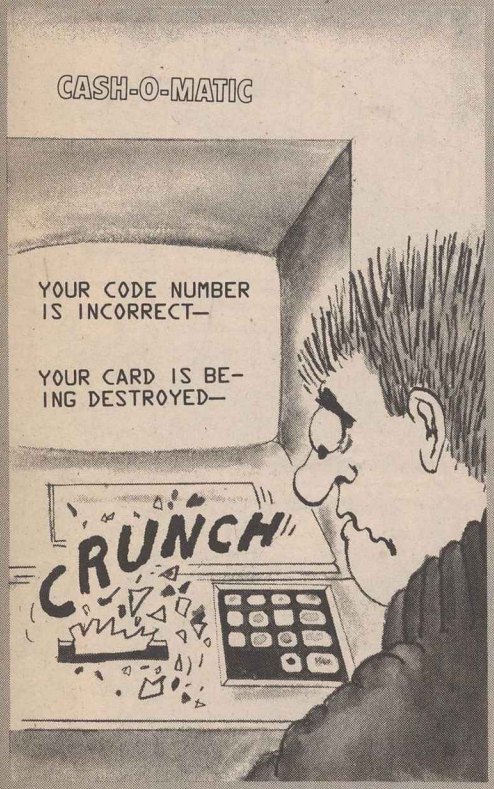
WE WON'T MISS THOSE SALESLADIES



EM...OR WILL WE?!?

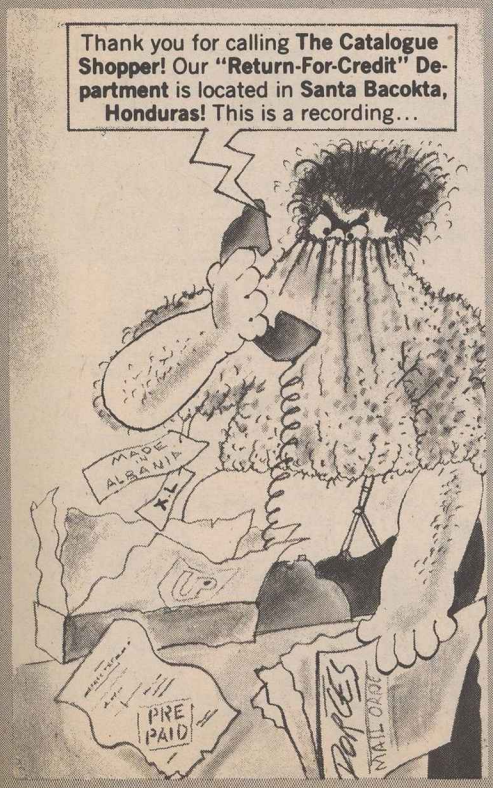
WRITER AND ARTIST: PAUL PETER PORGES

...OR WILL WE?!?

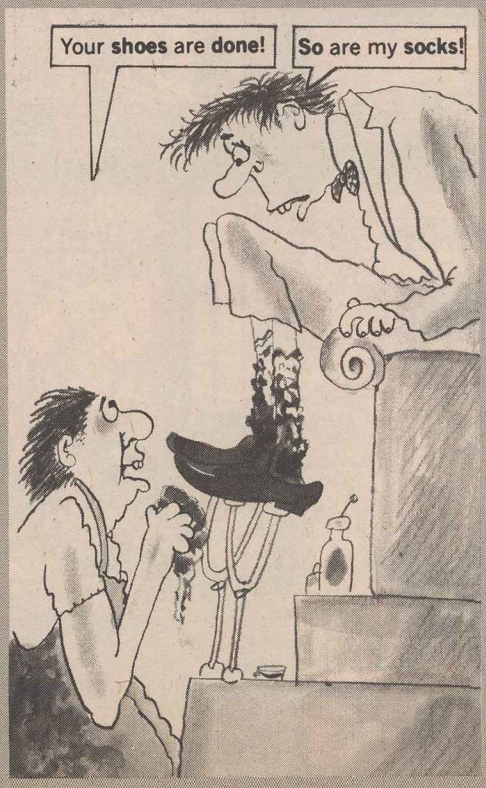


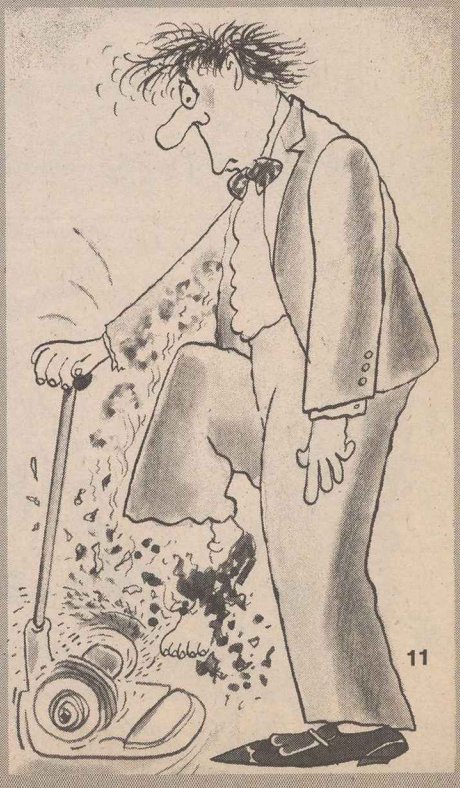
WE WON'T MISS THOSE SWITCHBOARD OPERATORS ...OR WILL WE?!?

...OR WILL WE?!?

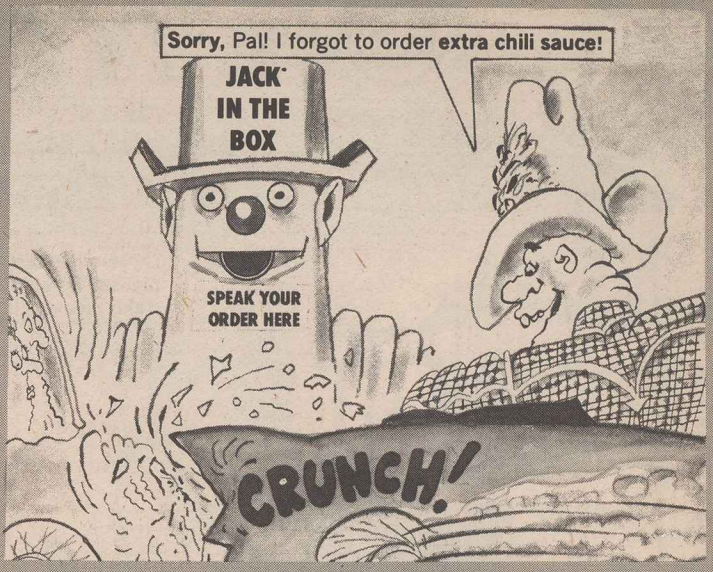


WE WON'T MISS THOSE SHOE SHINE BOYS ...OR WILL WE?!?

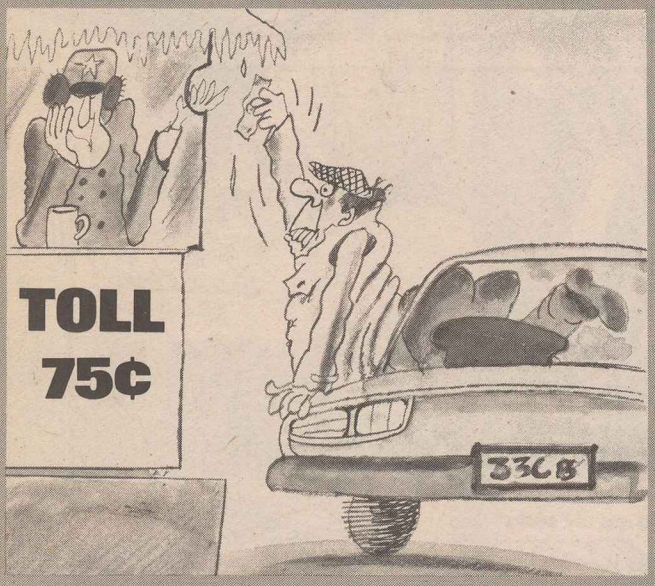


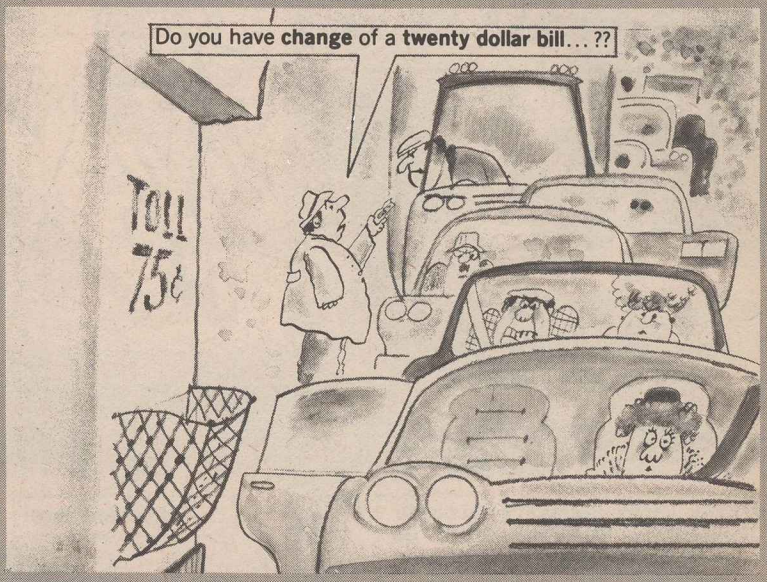


WE WON'T MISS THOSE HEADWAITERS ... OR WILL WE?!?

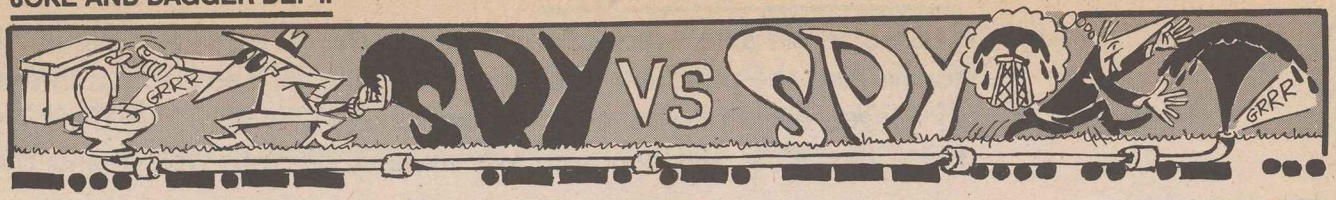


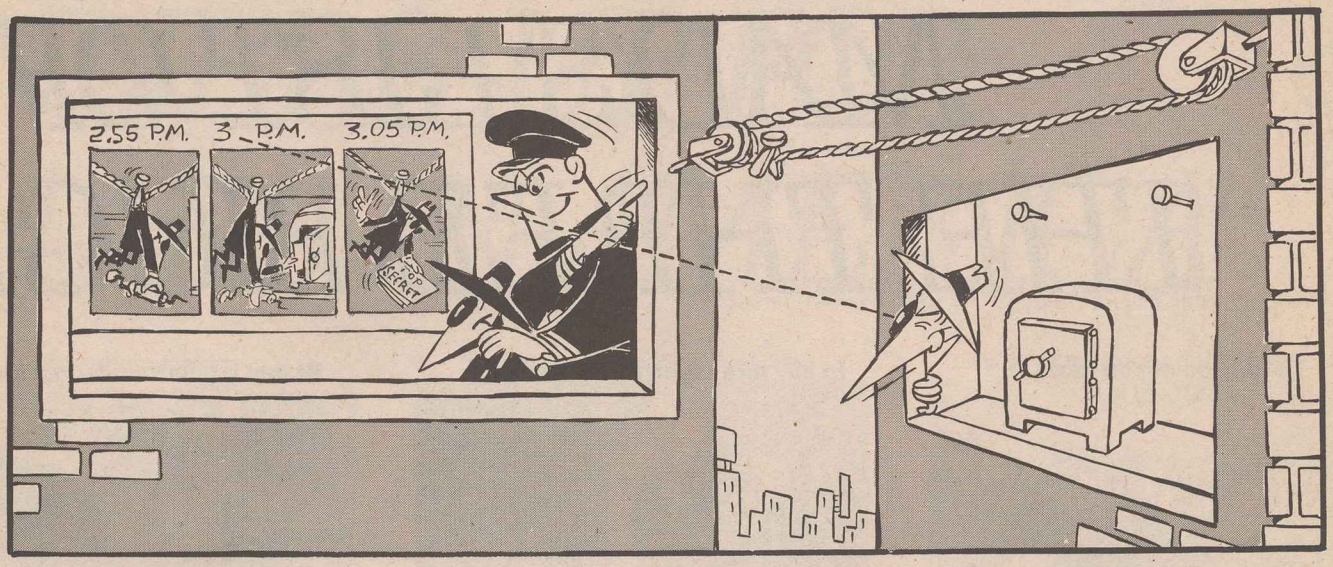
WE WON'T MISS THOSE TOLL COLLECTORS ... OR WILL WE?!?

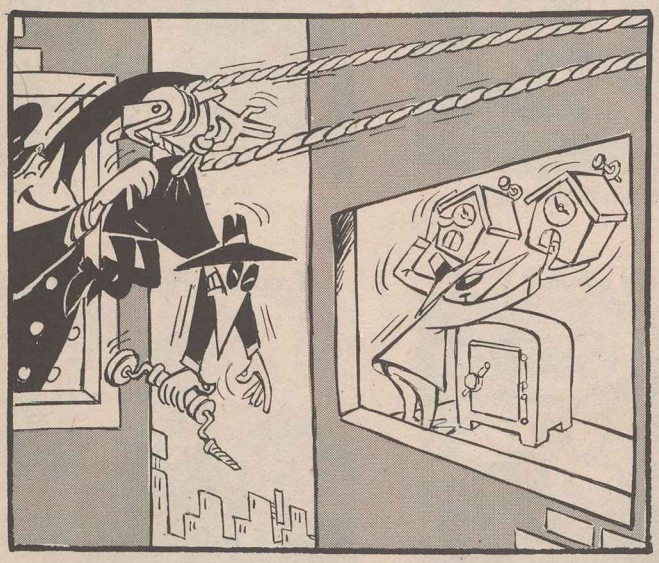


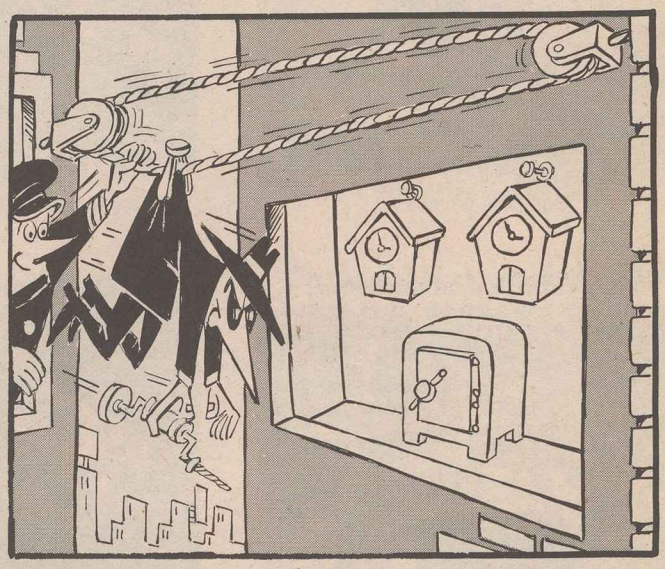


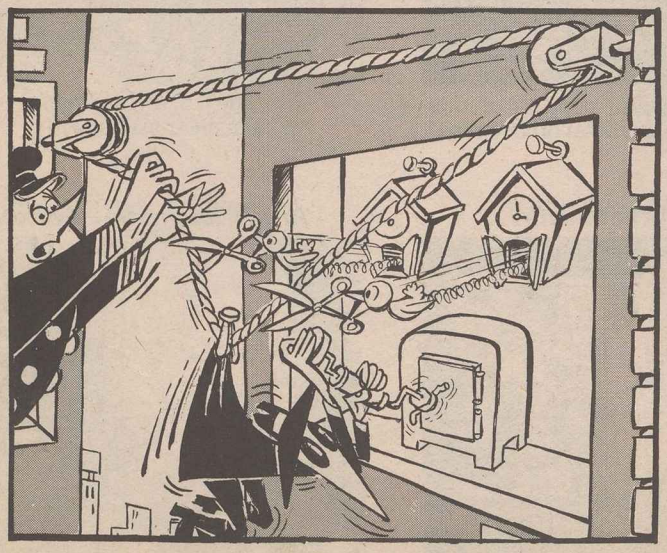
WE WON'T MISS THOSE GAS STATION ATTENDANTS ... OR WILL WE?!?

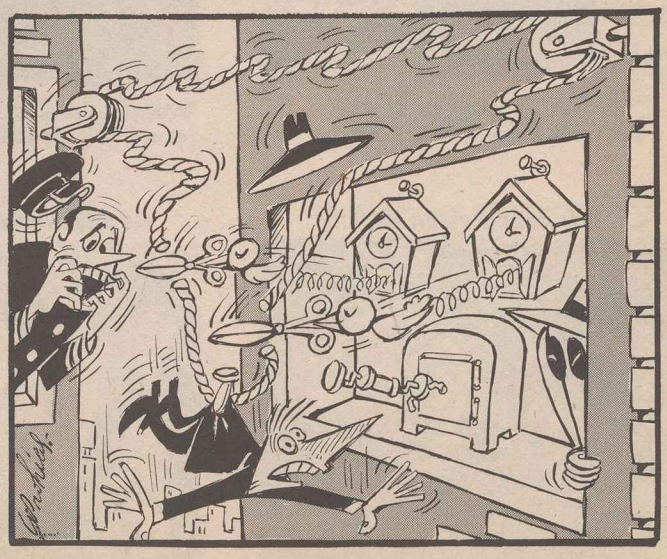

SPY VS SPY
GRRR
GRRR

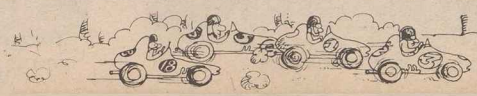

2.55 P.M.
3 P.M.
3.05 P.M.
TRAP RETRACT









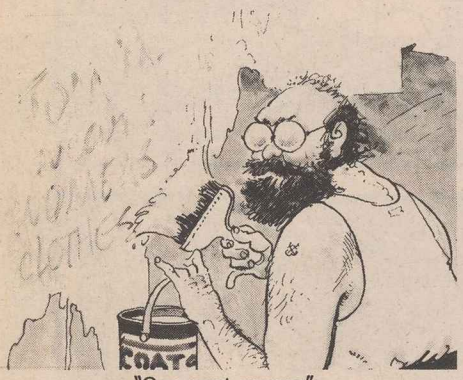


TURNING BACK THE CROCK DEPT.

There's an old joke which asks: What are the three biggest lies in America today? And the punchline goes something like: 1) The check is in the mail!, 2) I'll get back to you on Monday!, and 3)...well...the third lie is so filthy, disgusting and depraved we couldn't possibly type it and then use

MAD'S LIST OF R
"THE THREE BIGGES

On any paint can label...

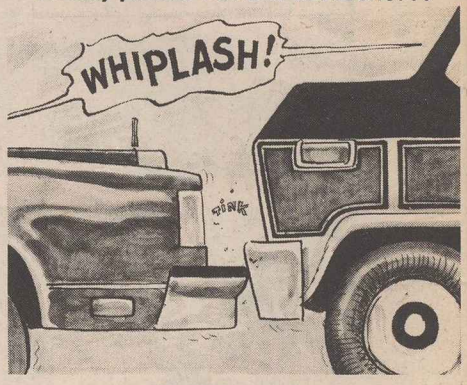


"One coat covers"

In any late-night TV commercial...

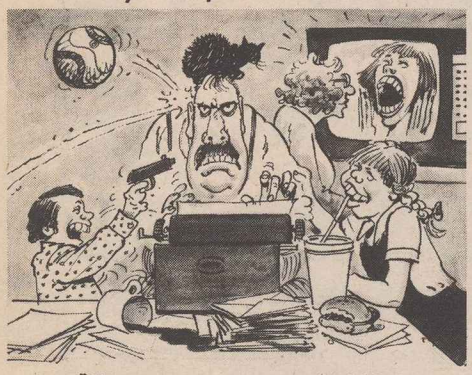
"Order *now*! This is a limited offer!"

At any fender-bender accident...



"WHIPLASH!"

In any classified ad section...



"You can earn up to $1,000 per week in your own home!"

On any record album...

"Warning: Any unlawful copying of this record will result in criminal prosecution"

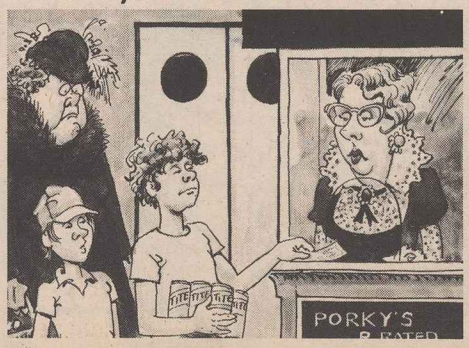
From any Pentagon official...

"The U.S. can survive a nuclear exchange!"

On any delicatessen wall...

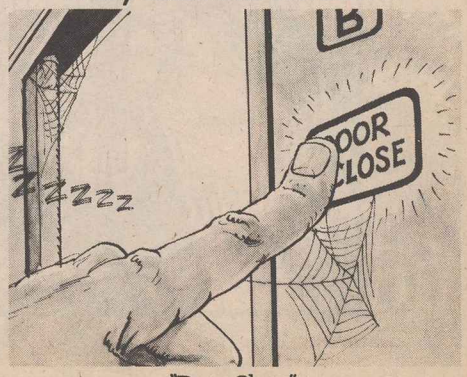
"No beer sold to minors"

At any movie ticket booth...



"Rated R. Under 17 not admitted unless accompanied by parent or guardian"

In any automatic elevator...



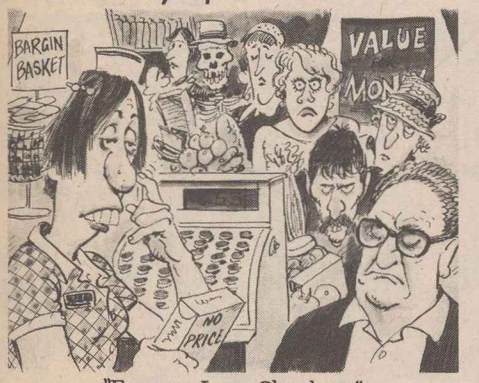
"Door Close"

the same hands to touch those we love and respect. You'll just have to ask your father what it is. (*Don't ask your mother*!) Anyway, the point is: it's an old joke. And since it's been written, society has come up with a lot more blatant lies that it uses every day. "Like what?" you ask. Well, here is...

UNNERS-UP FOR ST LIES IN AMERICA"

ARTIST: HARRY NORTH WRITER: JOHN FICARRA

In any supermarket...

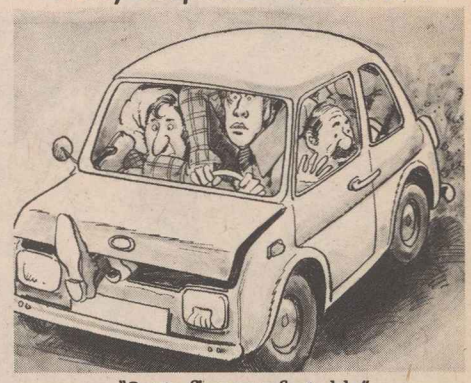


"Express Lane Checkout"

On any pair of socks or gloves...

"One size fits all"

In any compact car brochure...

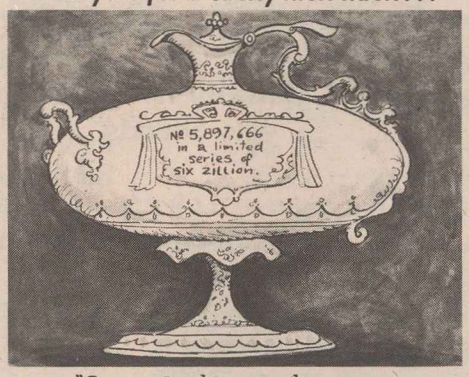


"Seats five comfortably"

On any garment...

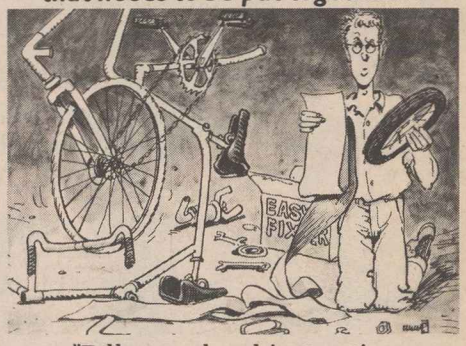
"100% Permanent Press
No ironing required"

In any ad for a tacky nick-nack...



"Guaranteed to soon become a
valuable collector's item"

On the shipping carton of anything that needs to be put together...



"Follow enclosed instruction
sheet for quick easy assembly"

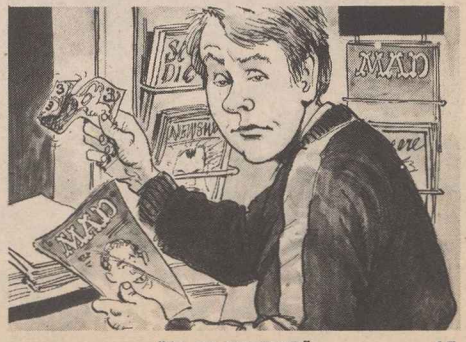
In any Hollywood Chapel...

"I do"

On any hiring office wall...

"An equal opportunity employer"

On the cover of a certain unnamed so-called humor magazine...



"$1.25 CHEAP"

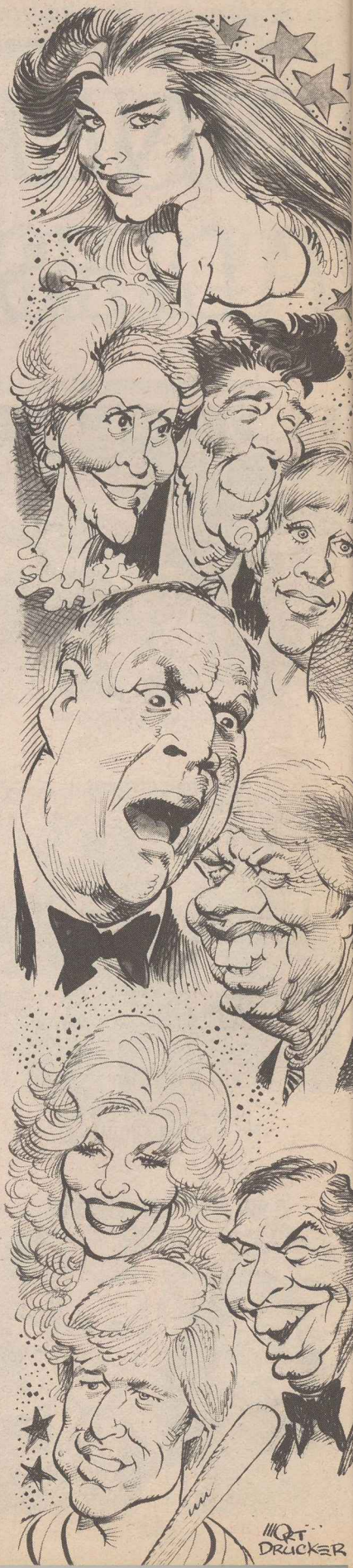
ARTIST: MORT DRUCKER WRITER: PAUL LAIKIN

MAD'S X-RATED CELEBRITY TRIVIA QUIZ

Fill In The Blanks. Answers Below.

1. Despite his fame as a lover, Burt Reynolds suffers from premature _____.
2. On their wedding night, Prince Charles and Lady Diana _____ seven times.
3. Everybody knows that Bette Midler's _____ are not as large as Dolly Parton's.
4. If Gloria Steinem had her way, convicted rapists would have their _____ cut off.
5. Most people think Warren Beatty is a _____ maniac, but the truth is he doesn't _____ more than once a month.
6. Henry Kissinger loved to _____ all the Hollywood starlets he used to go out with before he was married.
7. Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a _____.
8. Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her _____ sticking out of the water.
9. Despite her libel suit victory over *The National Enquirer,* which called her a lush, Carol Burnett actually is a confirmed _____ who attends _____ meetings.
10. Nancy Reagan likes to have _____ with the President at least once a week.
11. While in the Navy during World War II, Don Rickles got a case of _____ from a Hawaiian girl.
12. It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his _____.
13. Insiders agree that Milton Berle has the biggest _____ in Show Business.
14. Lenny Bruce was the first to admit on stage that eating beans made him _____ all night long.
15. Intimates swear that Robert Redford is a closet _____.

If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger



POSITIVE WINKING DEPT.

MAD has always been known as a cynical rag that loves to take pot shots at famous personalities, hallowed institutions and momentous events. And we're proud to have earned our lofty reputation as the Number One Groin-Kicker of the magazine field. But we don't like being regarded as mere *negative thinkers* who cannot see the forest for the sleaze. So, much as it hurts, MAD now puts on a *positive* face to cry:

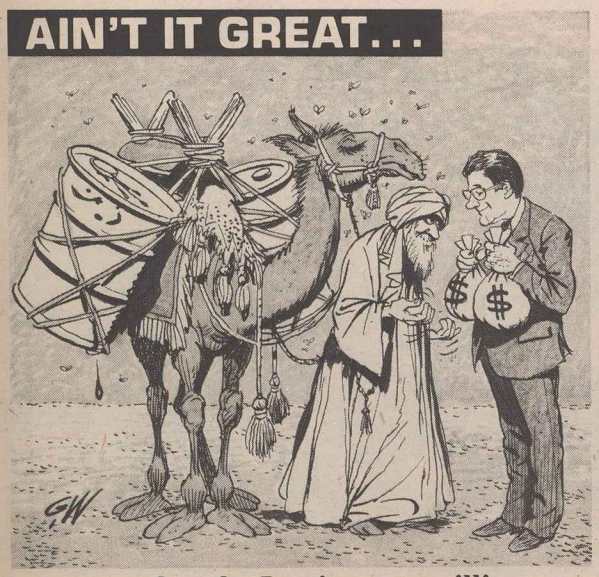
AIN'T IT GREAT!!

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE

...that we enjoyed 30 glorious years of killing bugs with chemicals before enough of the poison accumulated to kill people too?

...that when you're rich enough, you can afford to buy a belt buckle that bears the initials of some famous fashion designer instead of your own!

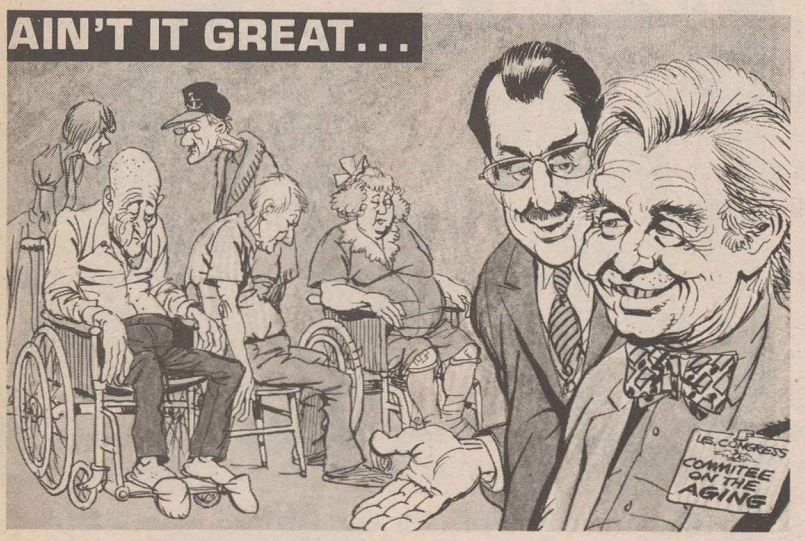


...that the Iranians are willing to sell us their oil again, just as if nothing ever happened!

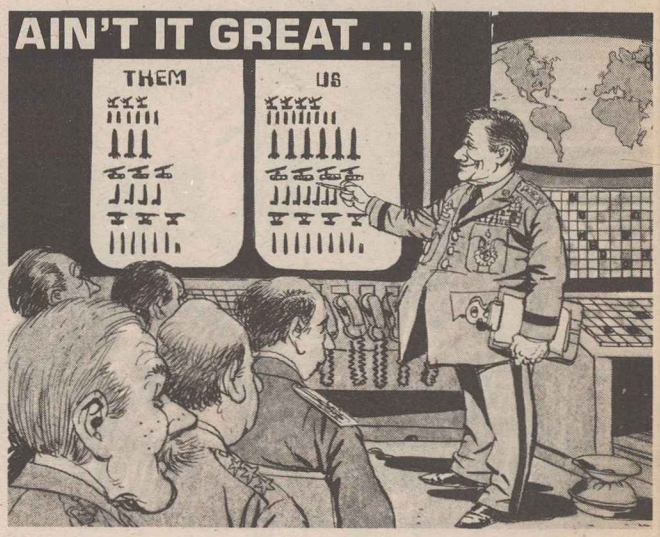
...that UPC code pricing has brought new excitement to shopping by preventing us from learning how much we've spent until we reach the supermarket check-out counter!

...that we live in a land of opportunity... where Brooke Shields can become more rich and famous than actresses who possess real talent!

...that we live in an open society where any middle-aged housewife appearing on television can feel free to talk about her "hemorrhoids"!



...that Medical Science has extended our lifespan to the point where we can now expect to live for 10 more years after we enter an expensive nursing home!

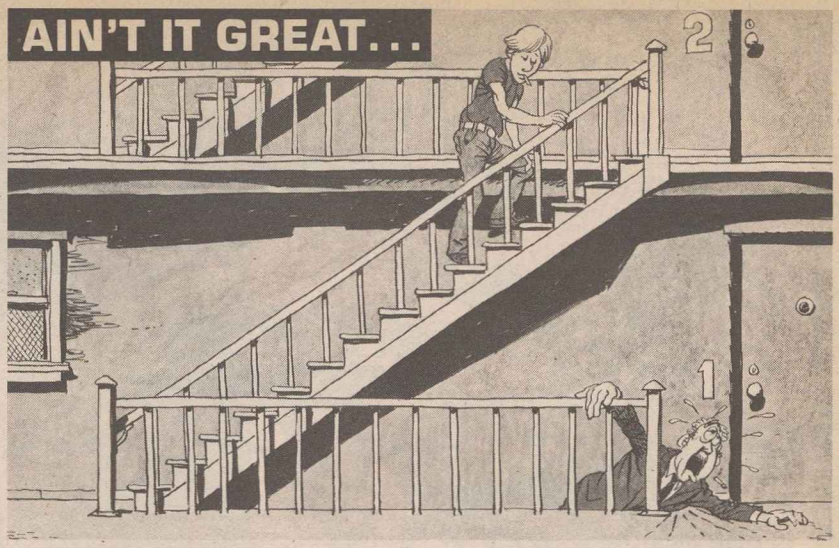


...that we now have enough nuclear weapons to destroy everything in Russia three times, and they only have enough to do it to us twice?

...that we don't have to worry about who wins those civil wars in Central America because the leaders of all factions are equally rotten!

...that Police Departments have been so computerized, they can now arrest the wrong person within hours after a crime is committed!

...that the politicians have patched up the Social Security System so it won't go broke for at least another eight months!



...that the development of low nicotine cigarettes has made it possible for smokers to climb flights of stairs without gasping until they're almost twenty years old!

...that the 1983 stock market boom gave everyone a chance to profit, except those who had to sell their stocks after they lost their jobs in 1982!

...that Olympics are held every four years, giving terrorists from all over the world a chance to meet and renew old acquaintances!

...that Billy Martin and George Steinbrenner got back together again, thereby confining all of baseball's childish tantrums to one team!

...that today's amazing plastics have permitted us to litter our landscape with trash that will never burn, dissolve or rust away!

CHICKEN FISH HAMBURGER
TRY OUR HOT GOLD OR CHILI DOGS
5 MILES NORTH 185
TRY OUR:
FRIED SHAKES
FRIED SOUP
FRIED COFFEE
FRIED SODA
TACOS
ALL THE FRIED FROBICKS YOU CAN EAT!!!
JOE
KATE
17:38
00:00
WIN
FREE
MUSTARD
1
2
3
4
5
7
8
10
11
13
14
15

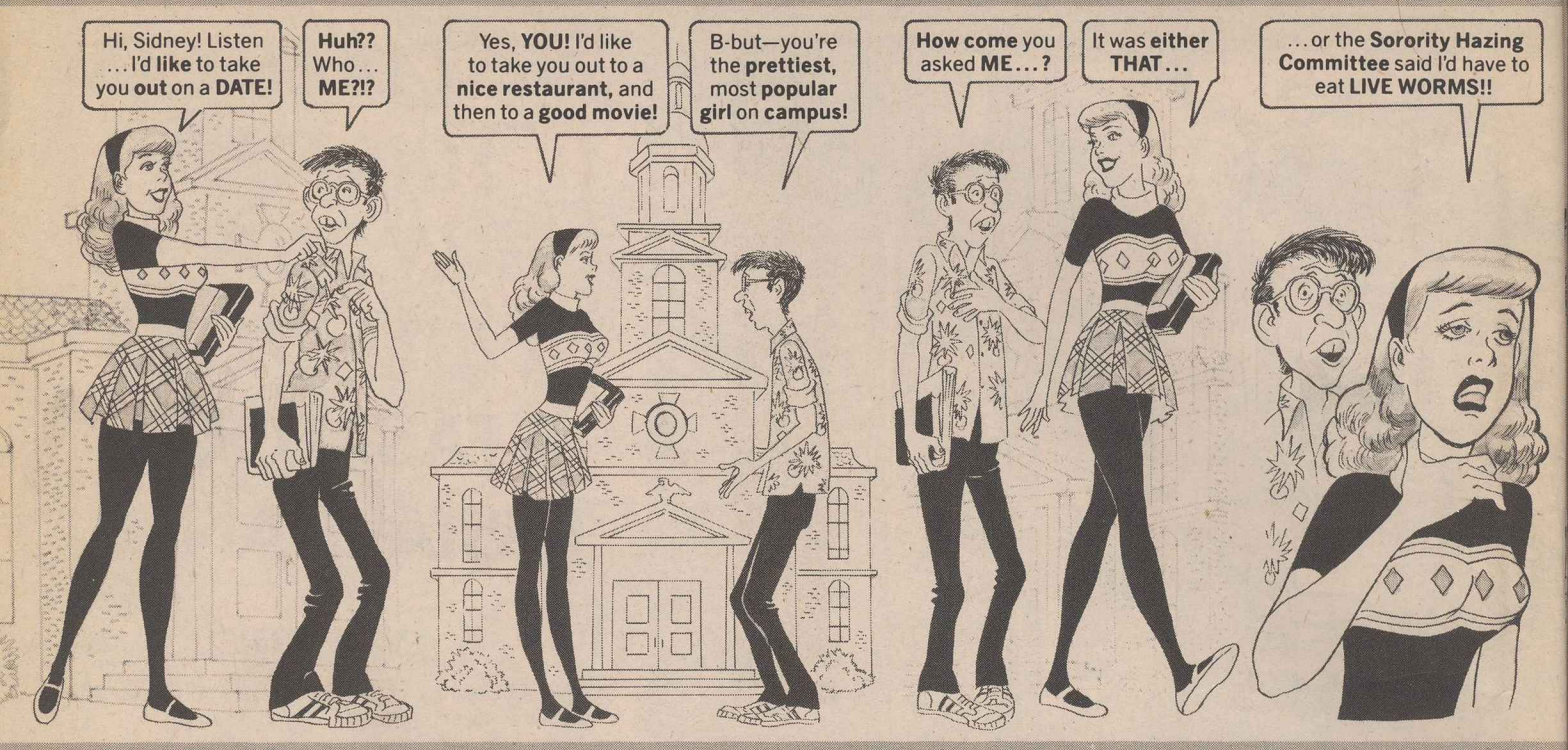
HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

ANSWERS

1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish filet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

ARTIST: JACK DAVIS WRITER: CHRIS HART

DATING



BERG'S-EYE VIEW DEPT.

THE LIGHTE

FAVORS

CLOTHING

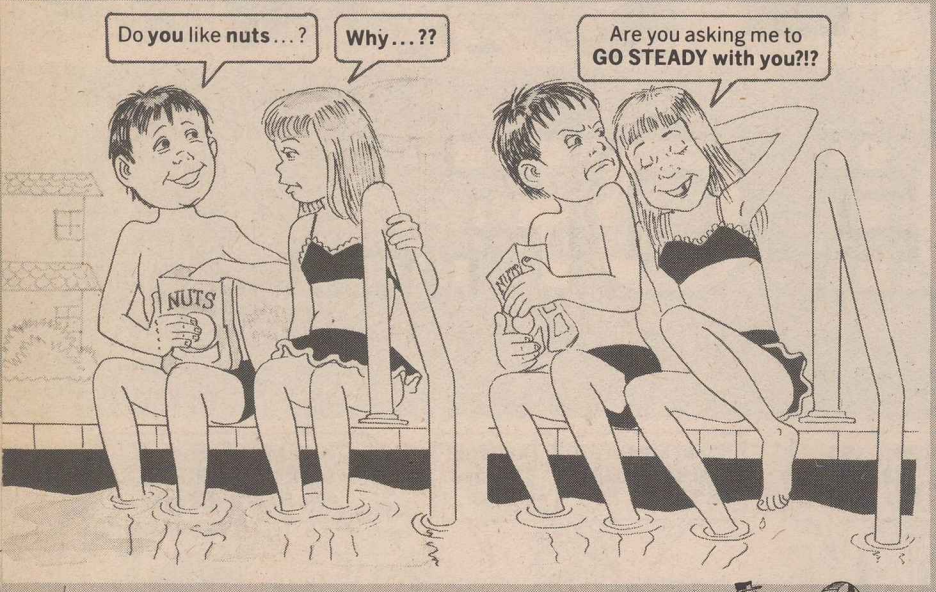
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ACCIDENTS

MORNINGS

QUESTIONS

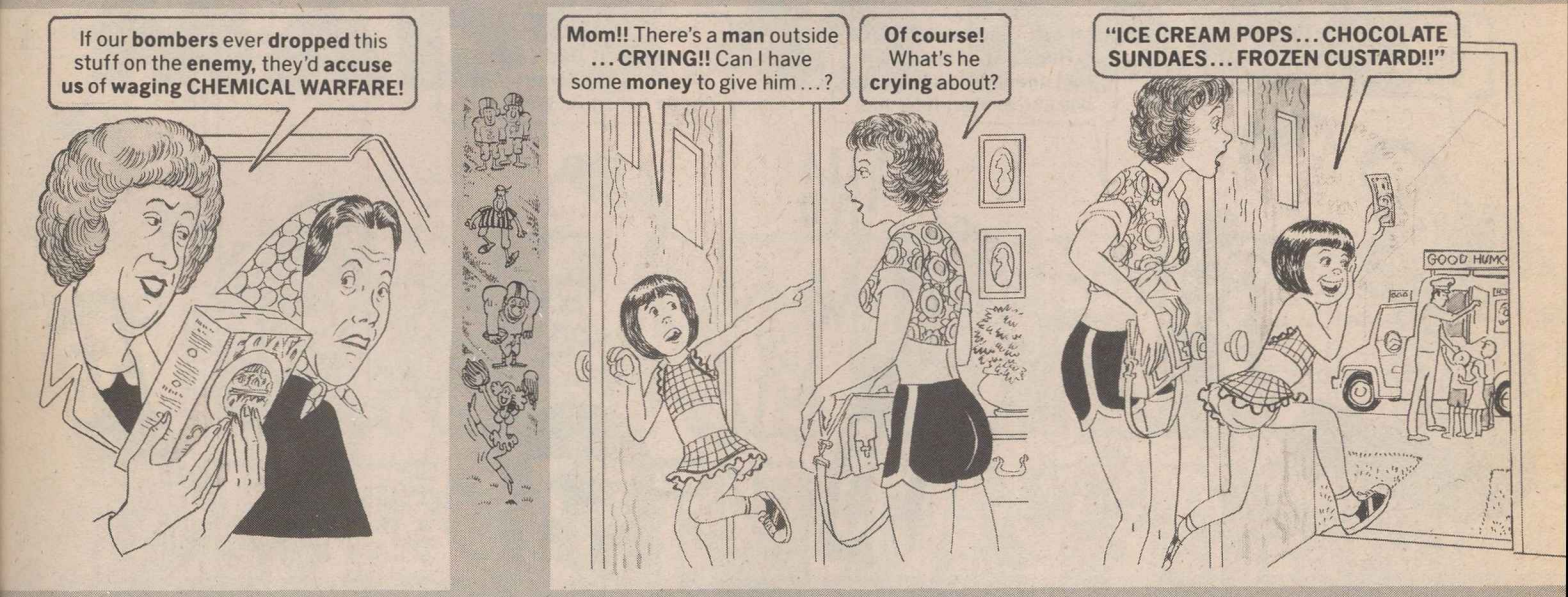


SHOPPING

THE TELEPHONE

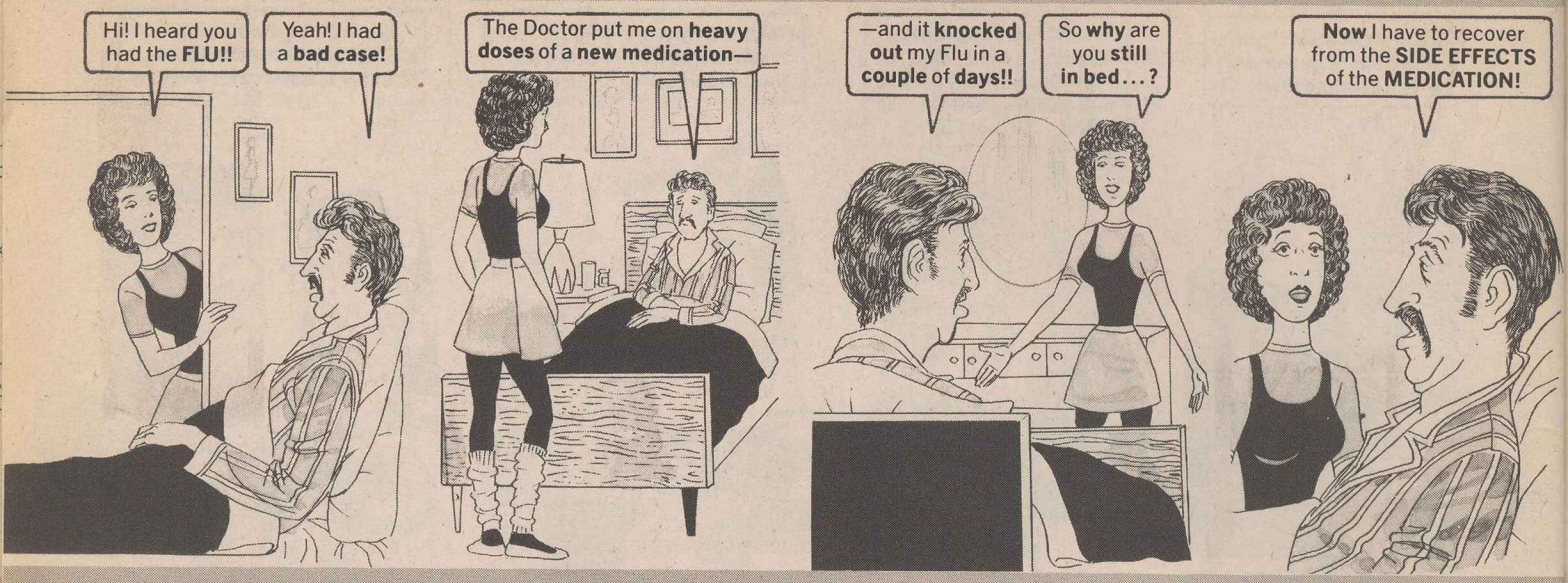
TELEVISION

COMPASSION

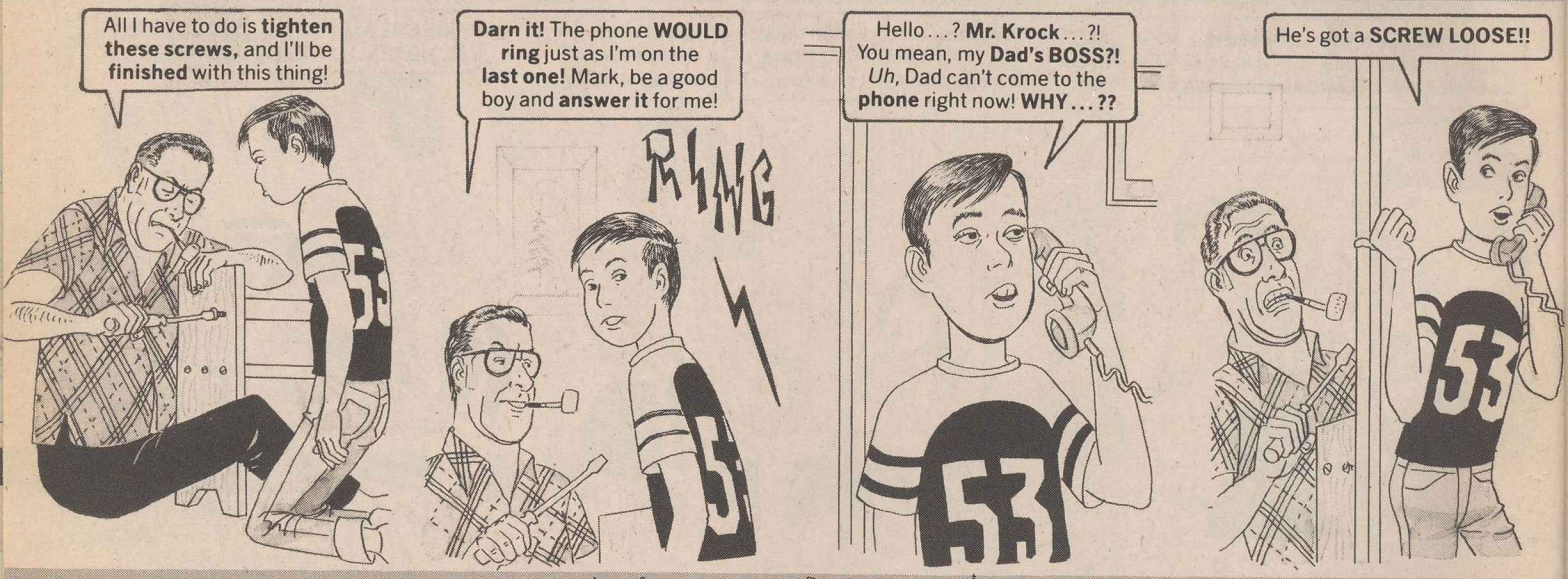


THE FAMILY CAR

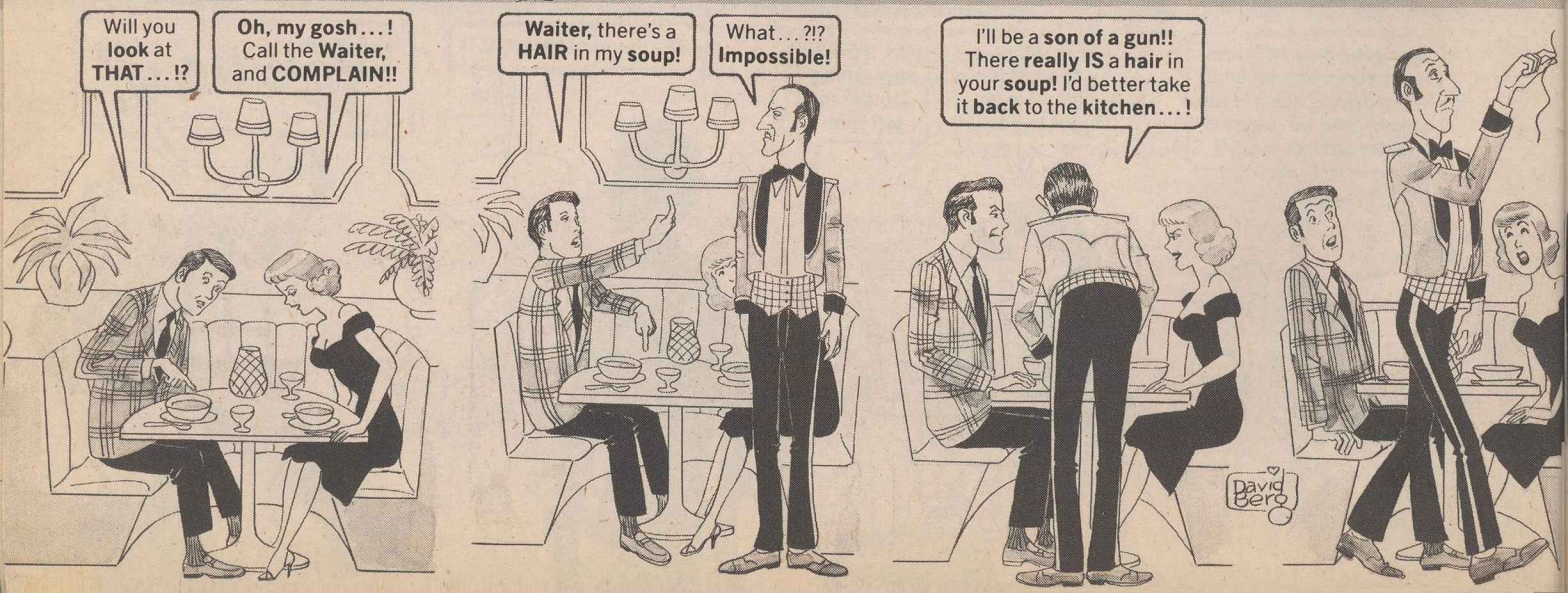
ILLNESS



DO-IT-YOURSELF



RESTAURANTS



MAD'S 42 PAGE

CREATURE PRESENTATION

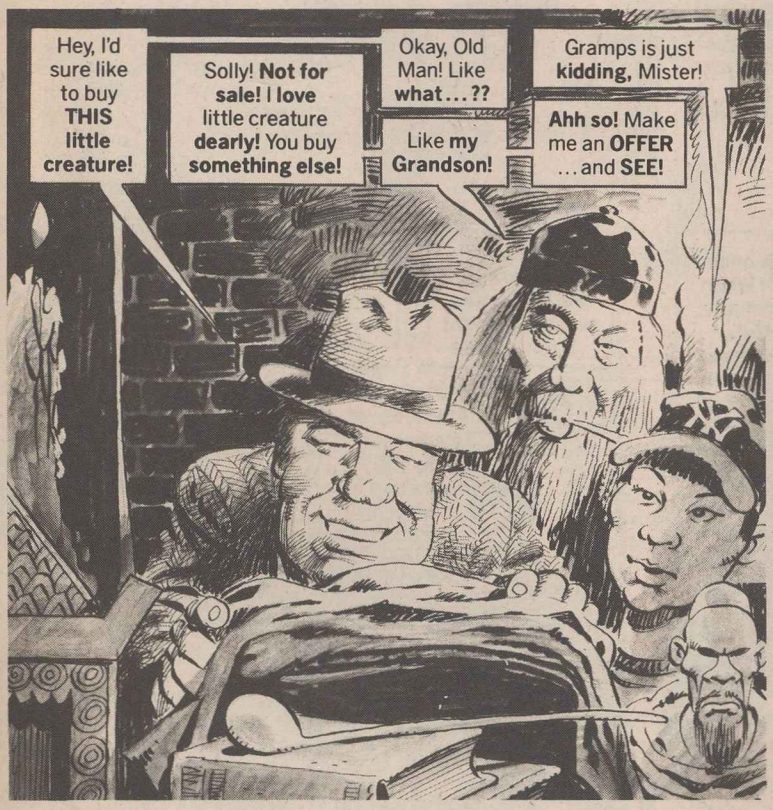
IS ABOUT TO BEGIN!!!

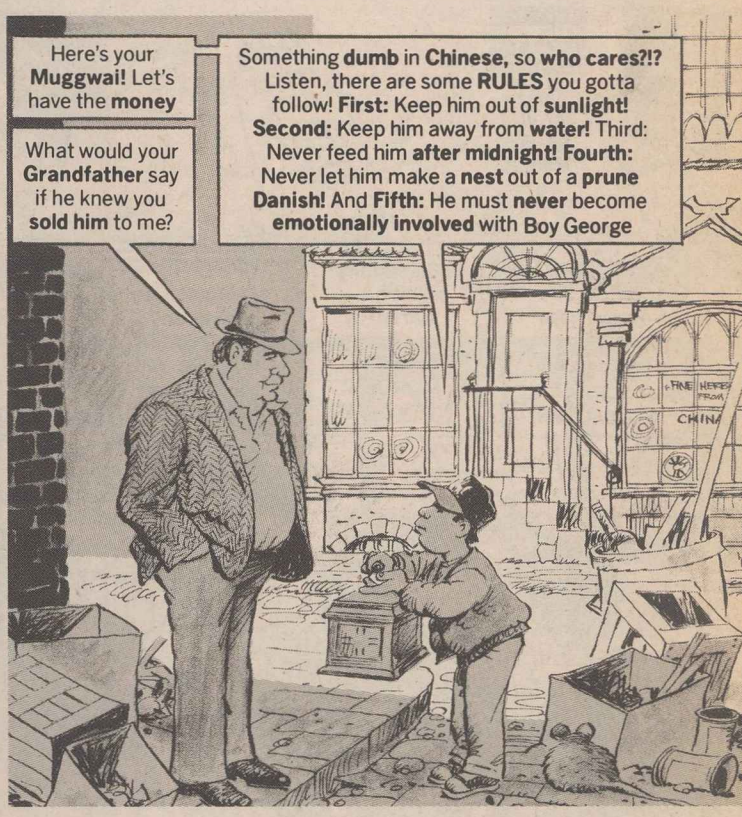
OUR CREATURES PRESENTATION DEPT.

Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...

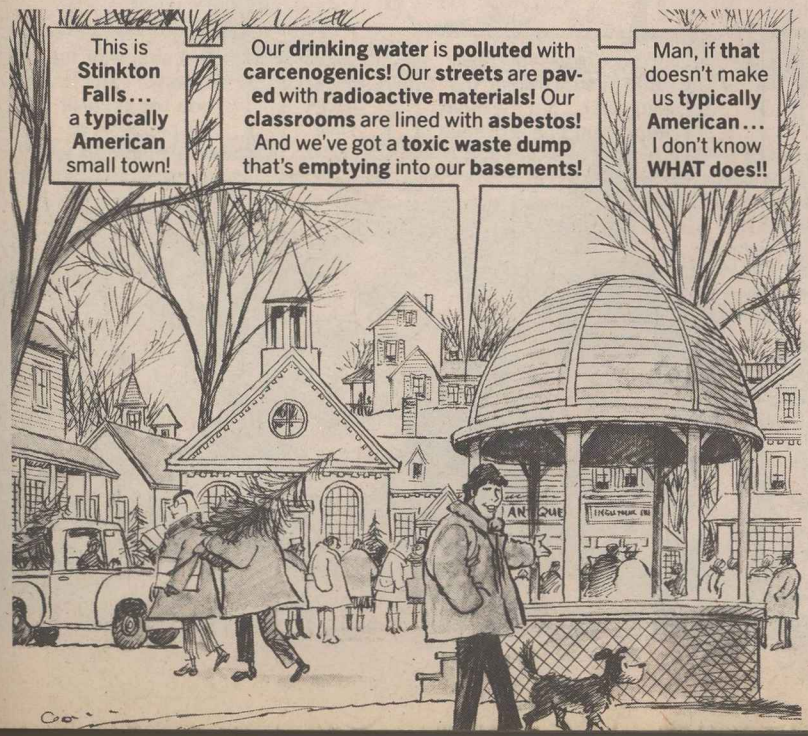
GRI

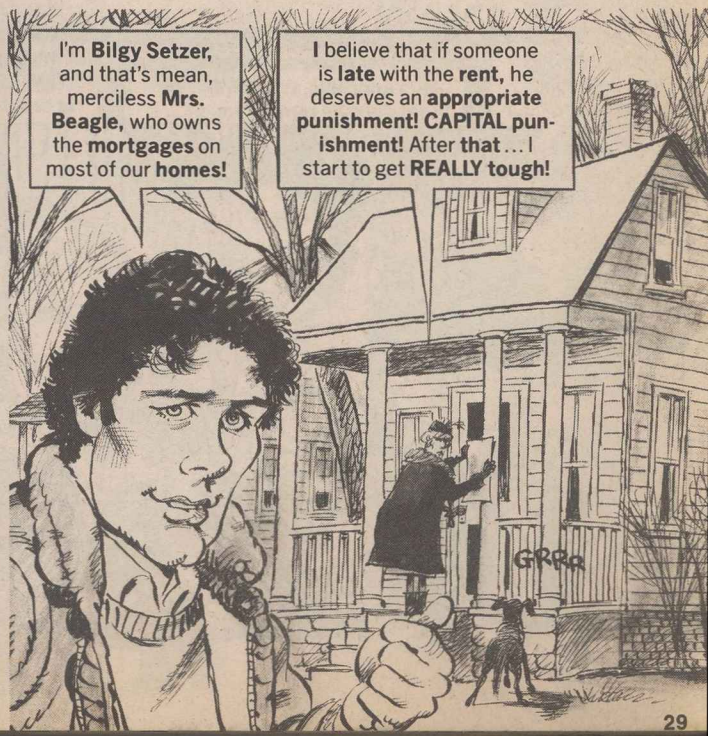
MLINS





ARTIST: MORT DRUCKER WRITER: STAN HART





Bilgy, I **hate** your **dog!** I'm going to **catch him,** and have him **destroyed!**

Gee, Katey ... have you ever seen anyone **like** her?!?

Not since **"The Wicked Witch Of The West"** in ***"The Wizard Of Oz"... !!***

IRA BONUS RATE 11.07%

ERA up 2%

It's my **Dad's idea!** But I feel so **silly** in this outfit!

It's a kinda **cute promotional gimmick,** Peep! I'll bet that **people** just **love it!**

TREES

SPRUCE SPRINGSTEEN

They **couldn't** care **less!**

Unfortunately, it's a **big hit** with **DOGS... !**

FIR COATS

By becoming an **artist,** I'll always have **something** to **fall back on!**

STARVATION!

It's a **family tradition...** started by your **Father** ... with his **MORONIC INVENTIONS!!**

My **latest** is an **inspiration... DEHYDRATED WATER** ... for **trips** through the **desert... !**

Sounds like **another winner!** When you reconstitute a **bucketful** ... plunge your **head** into it for about ten minutes or so!

PRESIDENT FRANK FRAZETTA FAN CLUB

KATEY

Hey, Bilgy ... ! Wait'll you see the **Christmas present** I bought you on my trip!

It's **about time!** This picture is almost **a third over** already, and we **still** haven't shown the audience the **CREATURES** that they paid **five bucks** to **see!!**

I think I'll call him, **"Gizmoo"... !**

He's **adorable,** isn't he, Bilgy? **What** does he **remind** you of ... ?

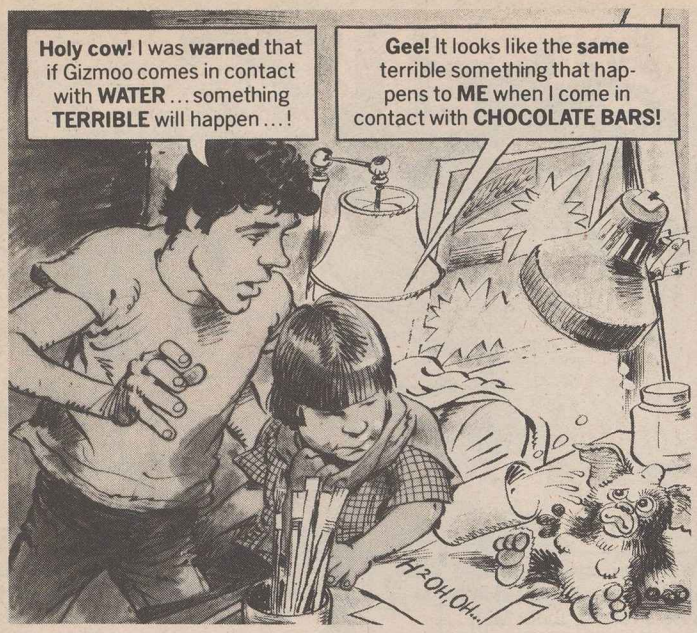
A **midget YODA...** in **drag!**

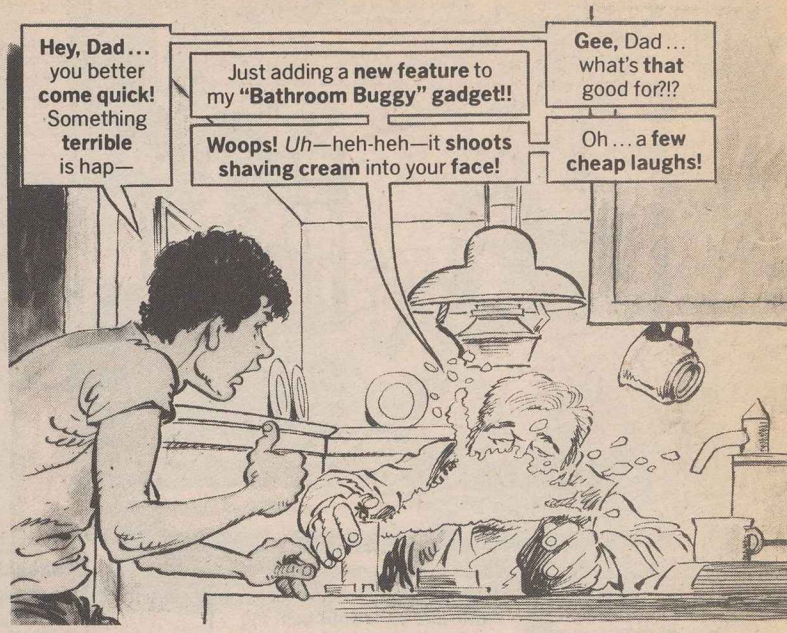
There're a lot of **rules** that go with owning this Muggwai ... but the **most important one** is to keep him out of **bright light!**

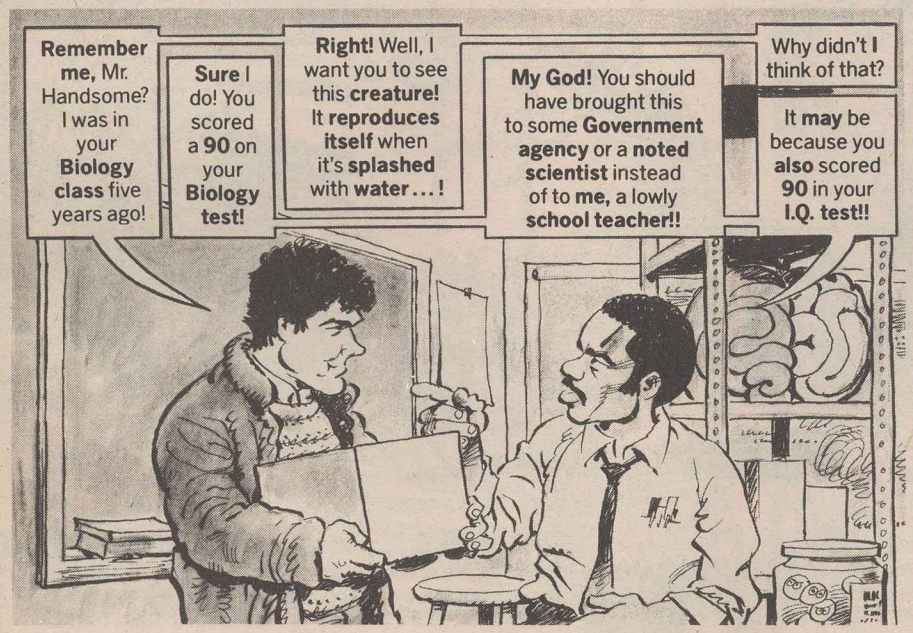
Bright light?! How come?!?

Well, **that way,** the audience **can't see** how the goofy little puppet is **actually manipulated!**

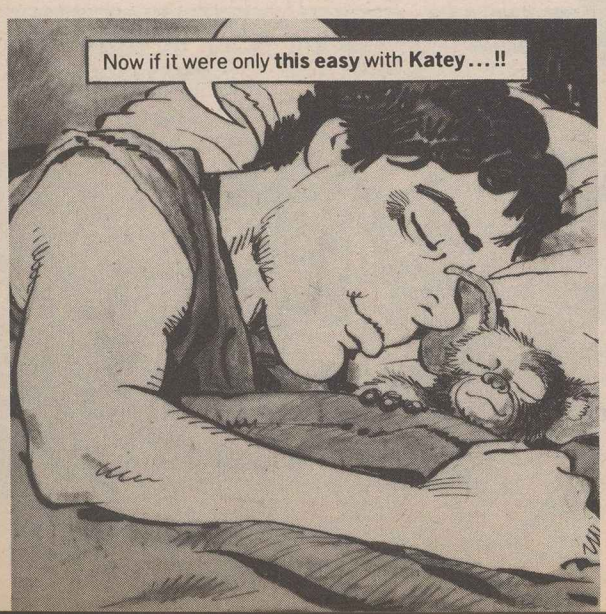
WINE TESTING


Holy cow! I was warned that if Gizmoo comes in contact with WATER ... something TERRIBLE will happen ...!
Gee! It looks like the same terrible something that happens to ME when I come in contact with CHOCOLATE BARS!
H-OH, OH...


Hey, Dad... you better come quick! Something terrible is hap—
Just adding a new feature to my "Bathroom Buggy" gadget!!
Gee, Dad... what's that good for?!?
Woops! Uh—heh-heh—it shoots shaving cream into your face!
Oh... a few cheap laughs!


Remember me, Mr. Handsome? I was in your Biology class five years ago!
Sure I do! You scored a 90 on your Biology test!
Right! Well, I want you to see this creature! It reproduces itself when it's splashed with water...!
My God! You should have brought this to some Government agency or a noted scientist instead of to me, a lowly school teacher!!
Why didn't I think of that?
It may be because you also scored 90 in your I.Q. test!!

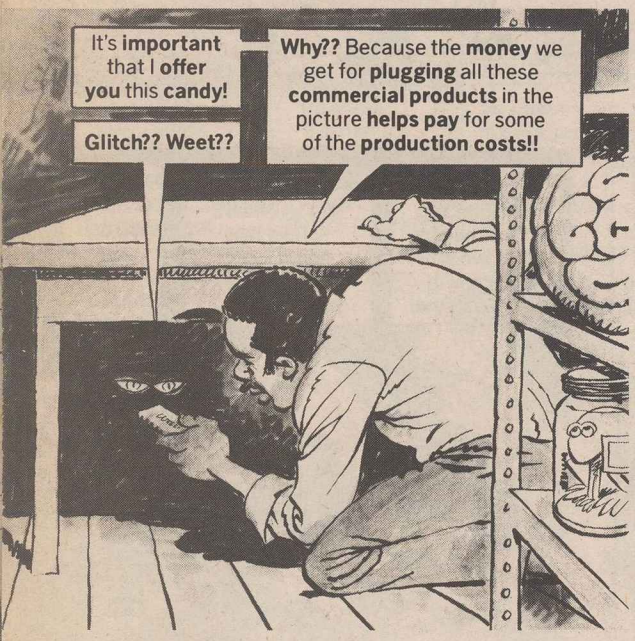
Hey! Stop that fighting! You should be able to live in peace with your own kind!
You HUMANS should talk about living in peace with your own kind!
C'mon, Gizmoo! You can sleep in MY bed...
WAK!

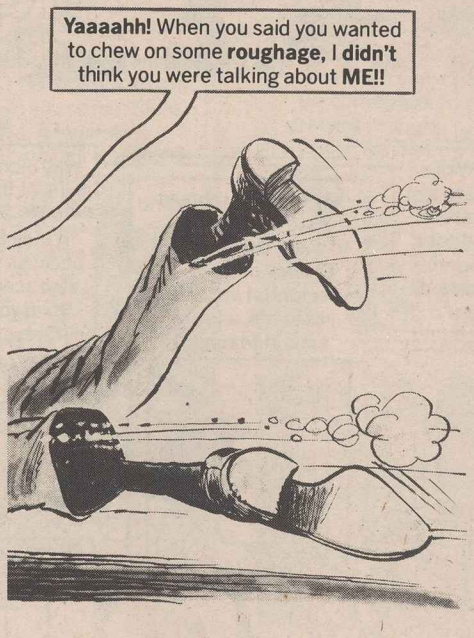

Now if it were only this easy with Katey...!!

Well, so long, Gang! My new invention will be the HIT of the Convention! A "NON-EXPLODING CAMERA"!!
But cameras don't explode!
The LAST one I invented did!
Don't you wonder how we get the money to live... since he never succeeds at anything he does?!?

Bilgy... have you ever seen anything like **this** before?!
Not since ***"The Invasion Of The Body Snatchers"***... and ***"Alien"!*** Pods like **this** always mean that when they **hatch,** they're going to be **nasty creatures!!**

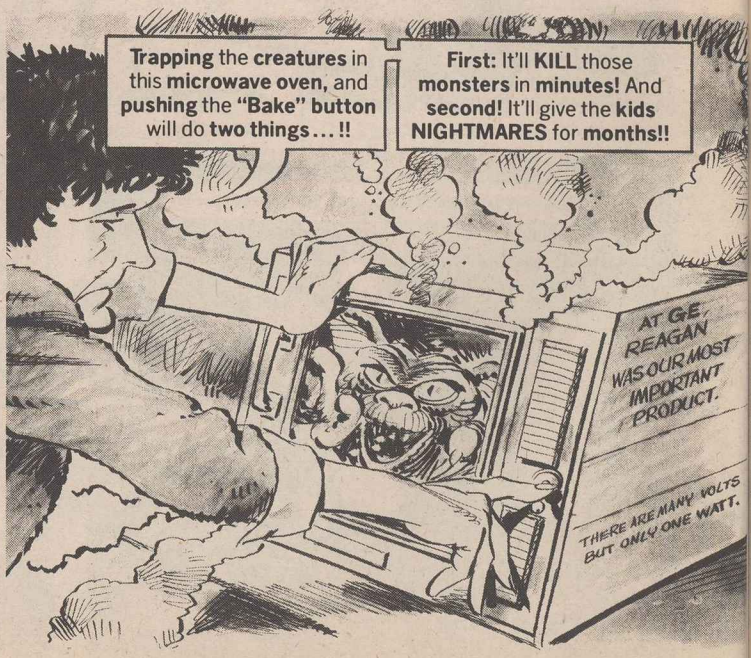
Look what they're **doing** to **Gizmoo!** Why are those newly-born Muggwais **so unpleasant?**
They watched **John McEnroe** play **tennis** on **TV**... and now they're **imitating him!**
PONG!

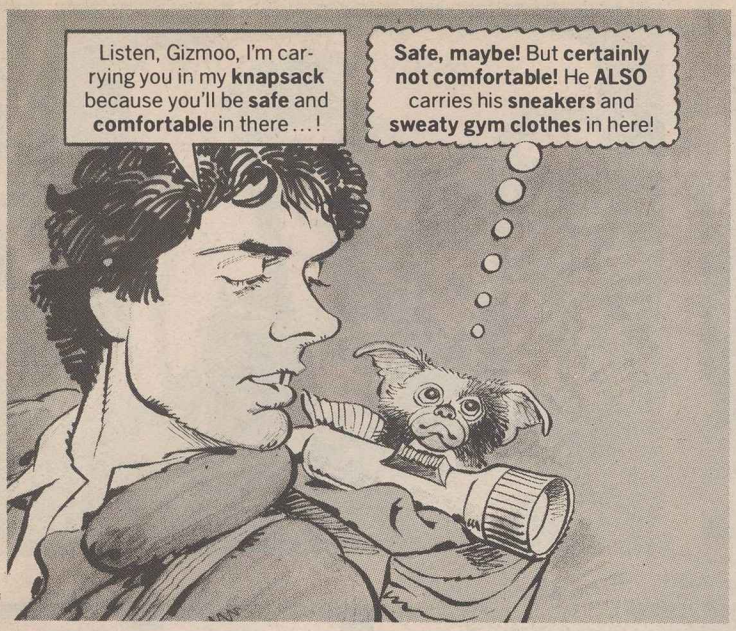

It's **important** that I **offer you** this **candy!**
Glitch?? Weet??
Why?? Because the **money** we get for **plugging** all these **commercial products** in the picture **helps pay** for some of the **production costs!!**


Yaaaahh! When you said you wanted to chew on some **roughage, I didn't** think you were talking about **ME!!**

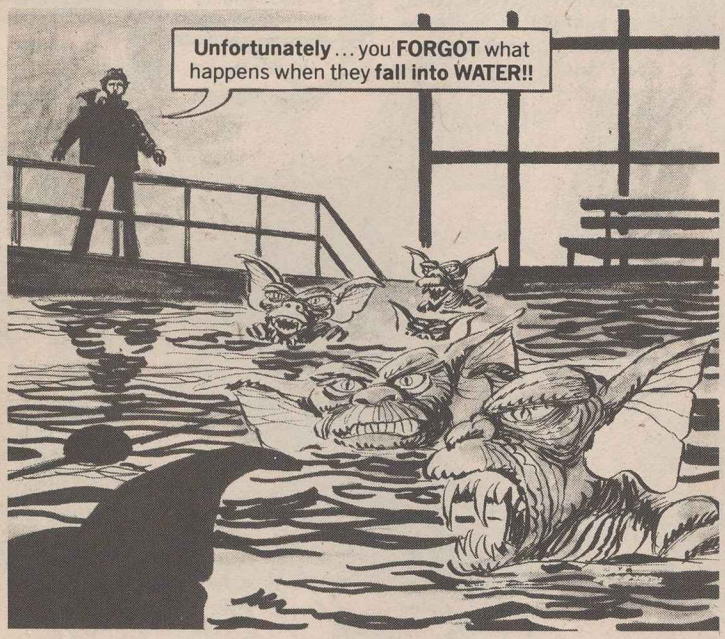
This stuff doesn't **really** taste **that terrific!** But **ANYTHING's better** than the **food** in the **school cafeteria!!**

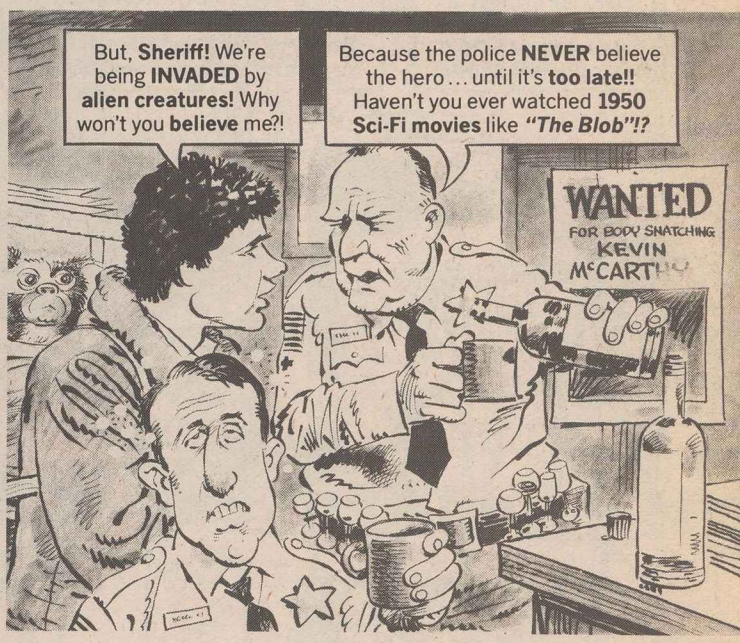
Hey, **stop jumping** on me... and **breaking up** the place!!
Where do you think you **are...?** At an **office Christmas party?!?**
BETTER HOMES AND GARGOYLES

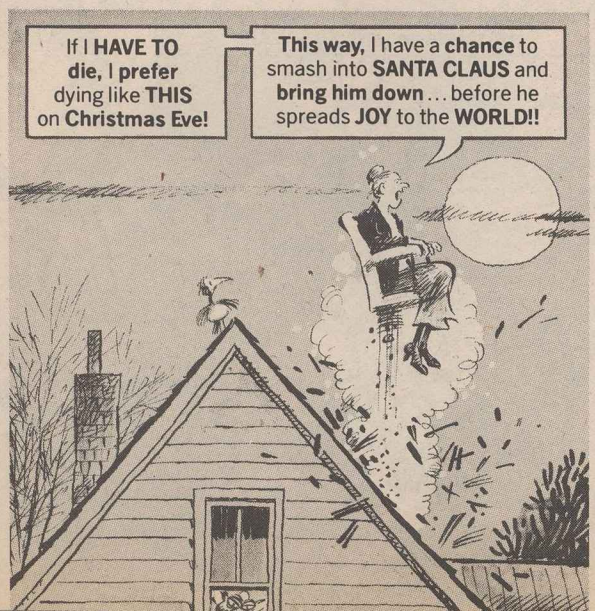

Trapping the **creatures** in this **microwave oven,** and **pushing** the **"Bake" button** will do **two things...!!**
First: It'll **KILL** those **monsters** in **minutes!** And **second!** It'll give the **kids NIGHTMARES** for **months!!**
AT GE, REAGAN WAS OUR MOST IMPORTANT PRODUCT.
THERE ARE MANY VOLTS BUT ONLY ONE WATT.

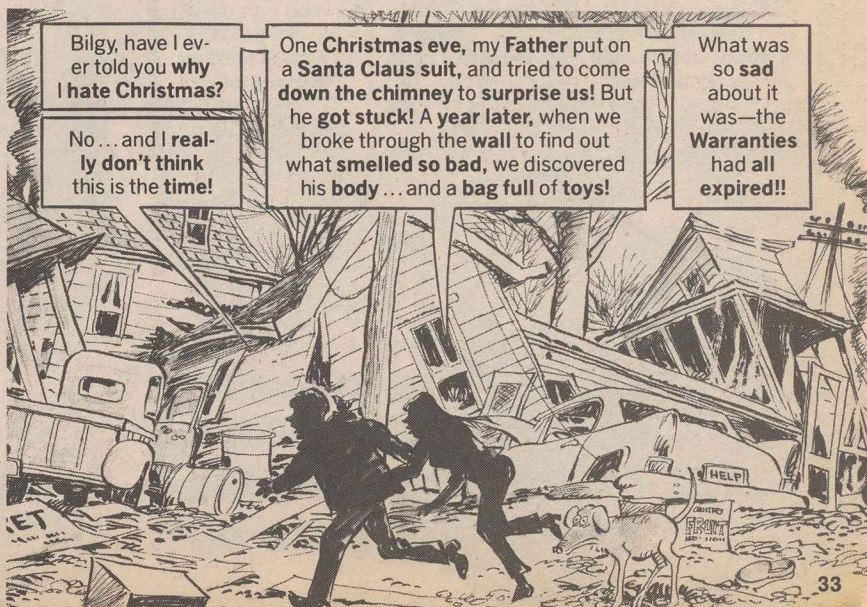

Listen, Gizmoo, I'm carrying you in my **knapsack** because you'll be **safe** and **comfortable** in there...!
Safe, maybe! But **certainly not comfortable!** He **ALSO** carries his **sneakers** and **sweaty gym clothes** in here!

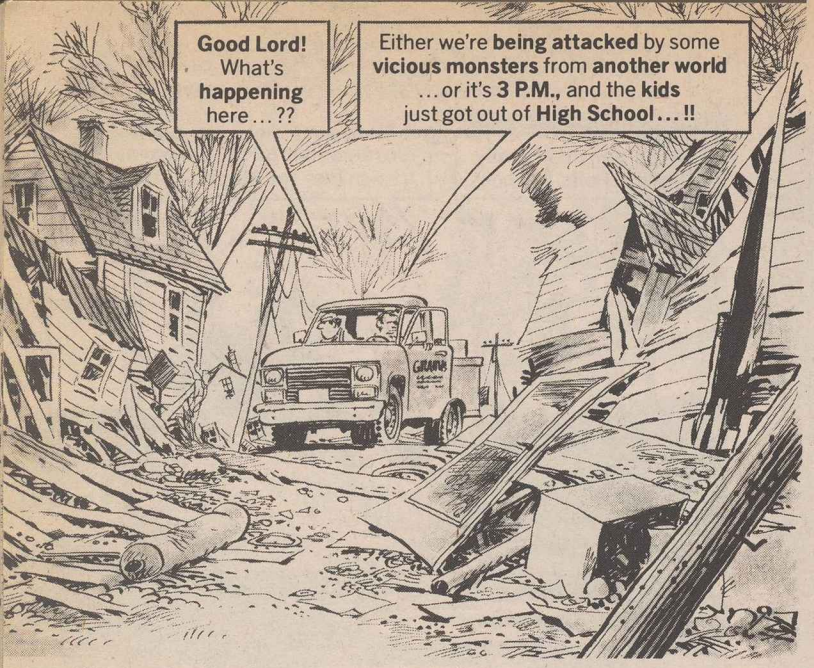
Hey, that's **really terrific,** Gizmoo!
You **remembered** what **happens** when they see **bright lights!**


Unfortunately... you **FORGOT** what happens when they **fall into WATER!!**

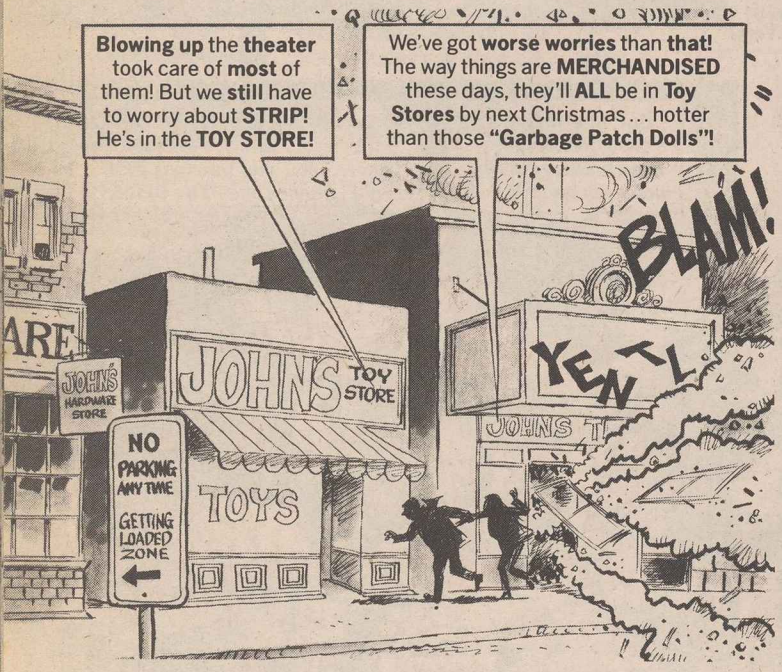

But, **Sheriff!** We're being **INVADED** by **alien creatures!** Why won't you **believe** me?!
Because the police **NEVER** believe the hero... until it's **too late!!** Haven't you ever watched **1950 Sci-Fi movies** like ***"The Blob"!?***
WANTED
FOR BODY SNATCHING
KEVIN McCART

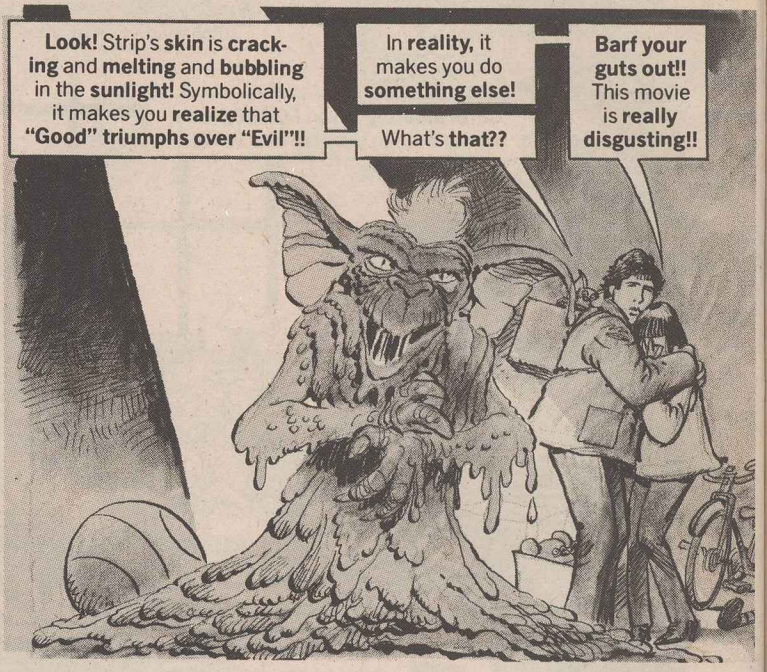

If I **HAVE TO die,** I **prefer** dying like **THIS** on **Christmas Eve!**
This way, I have a **chance** to smash into **SANTA CLAUS** and **bring him down**... before he spreads **JOY** to the **WORLD!!**

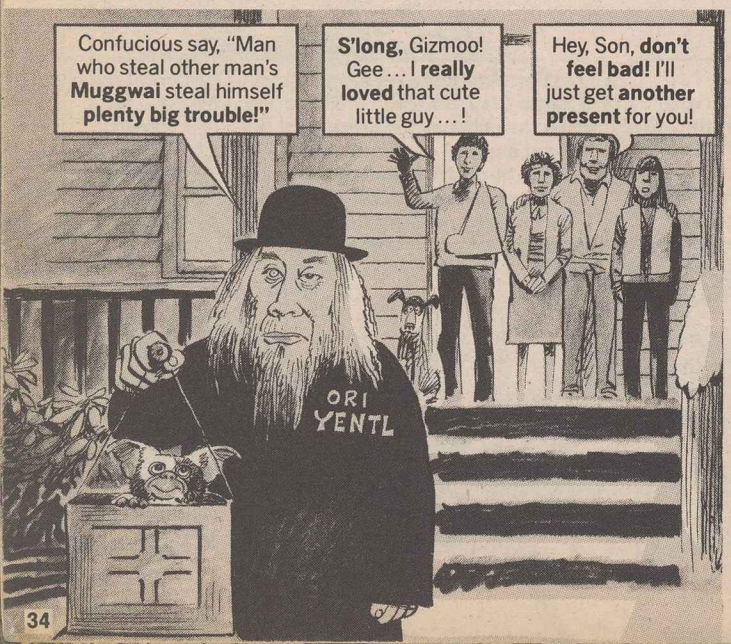

Bilgy, have I ever told you **why I hate Christmas?**
No... and I **really don't think** this is the **time!**
One **Christmas eve,** my **Father** put on a **Santa Claus suit,** and tried to come **down the chimney** to **surprise us!** But he **got stuck!** A **year later,** when we broke through the **wall** to find out what **smelled so bad,** we discovered his **body**... and a **bag full** of **toys!**
What was so **sad** about it was—the **Warranties** had **all expired!!**
HELP!

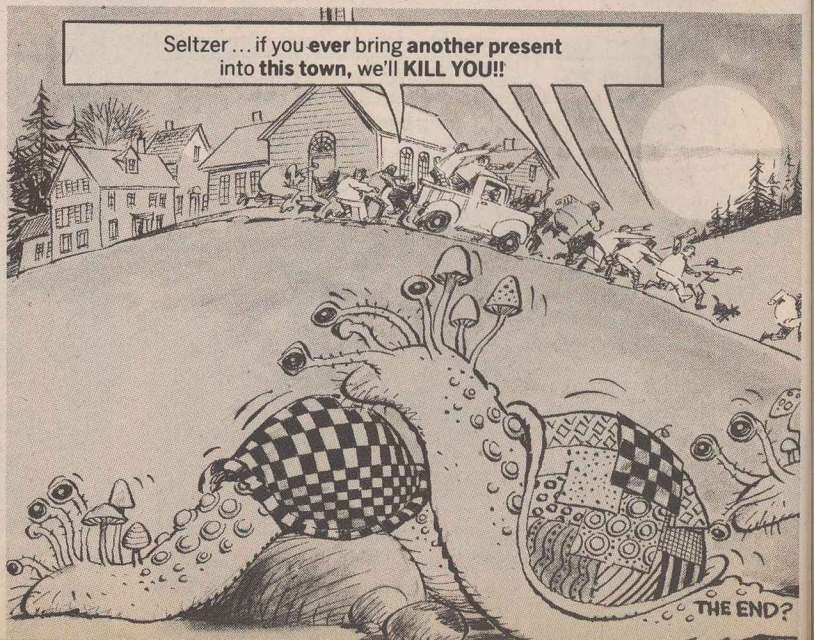

Good Lord! What's happening here...??
Either we're being attacked by some vicious monsters from another world ...or it's 3 P.M., and the kids just got out of High School...!!

In a town that's gone crazy, it's nice to know that SOME things are STILL THE SAME!
Like what??
Like SATURDAY MOVIE MATINEES!!


Blowing up the theater took care of most of them! But we still have to worry about STRIP! He's in the TOY STORE!
We've got worse worries than that! The way things are MERCHANDISED these days, they'll ALL be in Toy Stores by next Christmas... hotter than those "Garbage Patch Dolls"!
BLAM!
JOHNS TOY STORE
JOHNS HARDWARE STORE
NO PARKING ANY TIME
GETTING LOADED ZONE
TOYS
YENTL

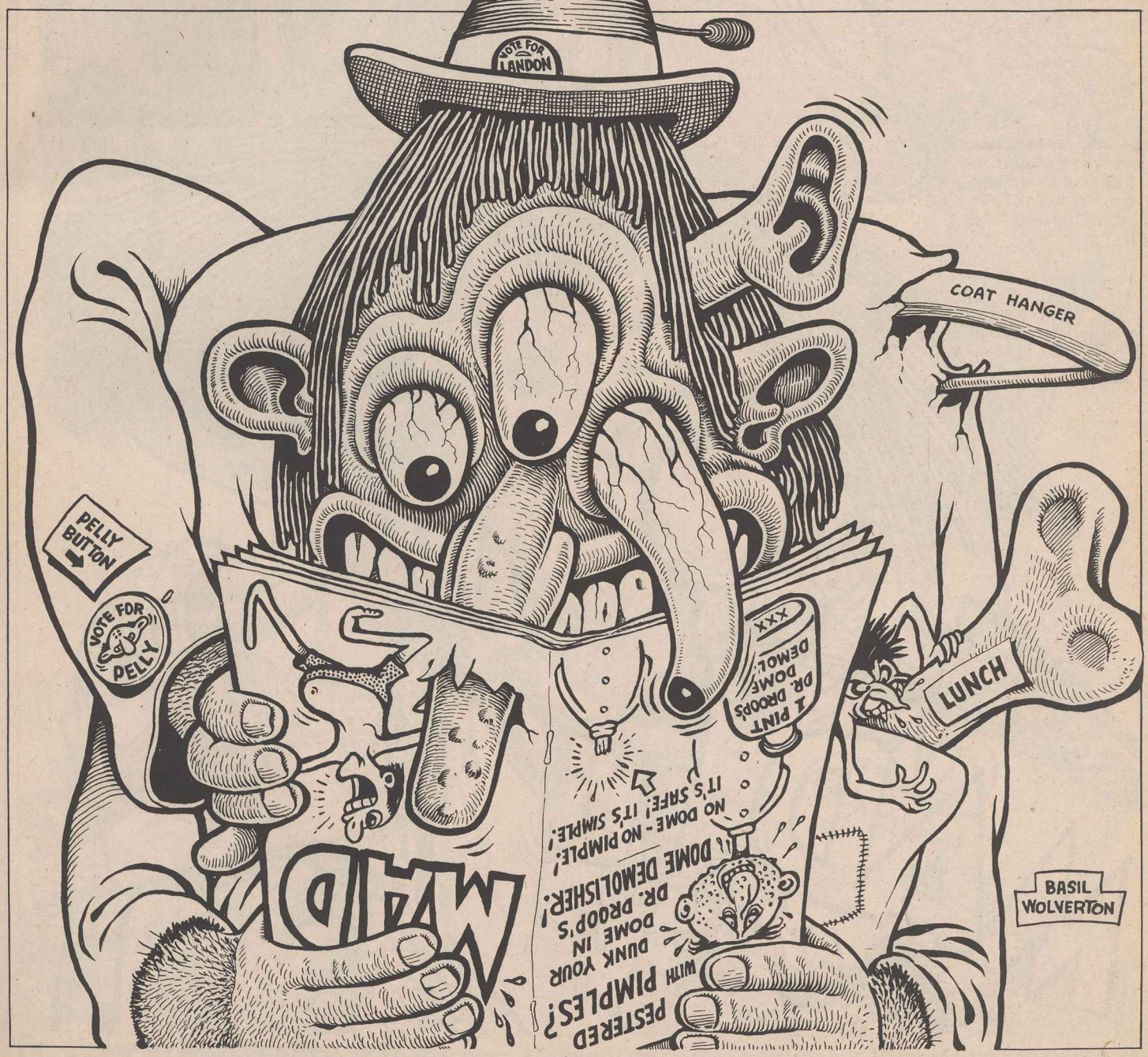

Look! Strip's skin is cracking and melting and bubbling in the sunlight! Symbolically, it makes you realize that "Good" triumphs over "Evil"!!
In reality, it makes you do something else!
What's that??
Barf your guts out!! This movie is really disgusting!!


Confucious say, "Man who steal other man's Muggwai steal himself plenty big trouble!"
S'long, Gizmoo! Gee... I really loved that cute little guy...!
Hey, Son, don't feel bad! I'll just get another present for you!
ORI YENTL


Seltzer... if you ever bring another present into this town, we'll KILL YOU!!
THE END?

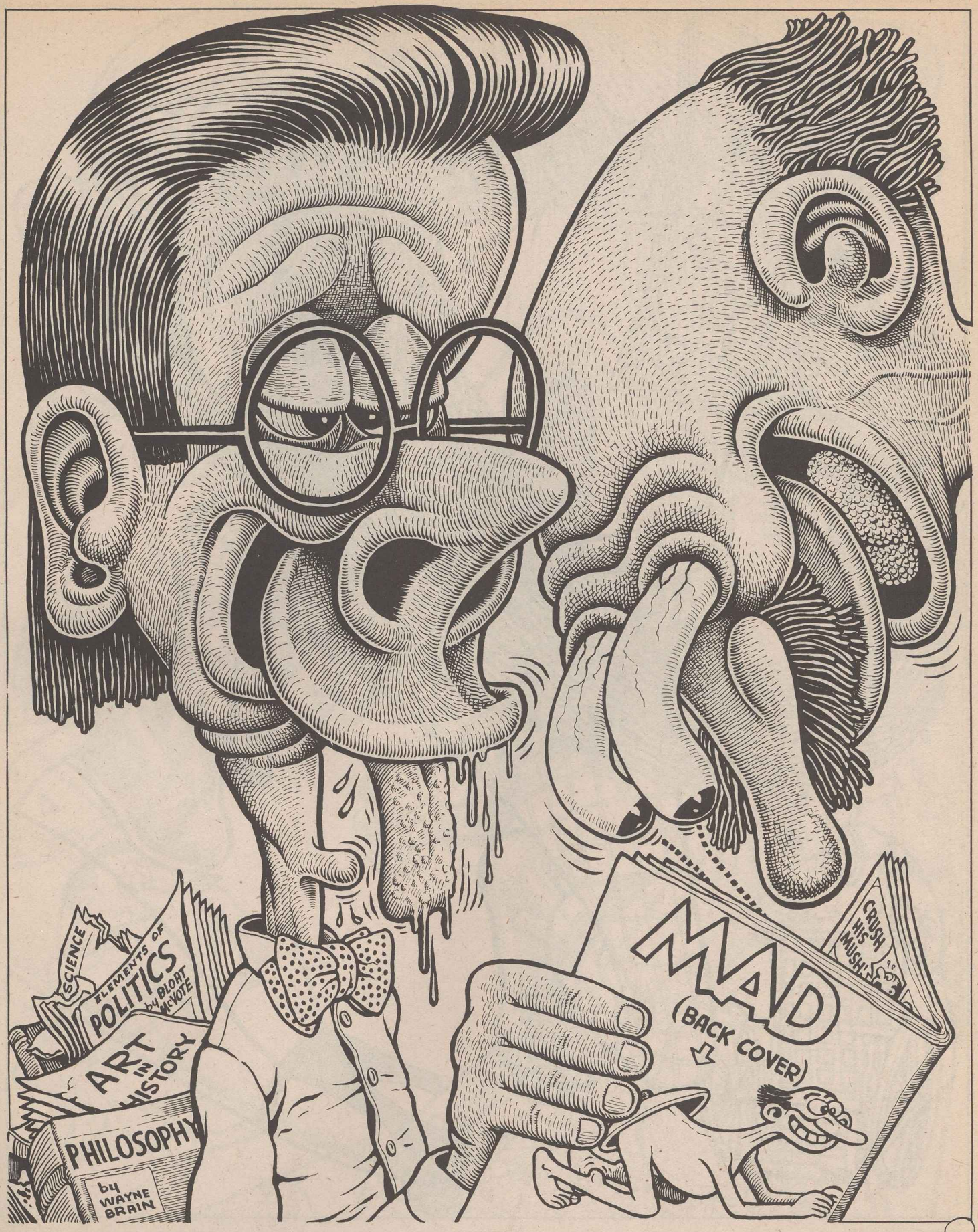
On this and the following five pages are views of what we, the Editors of MAD, believe to be a cross-section of the people who read our magazine! And so, while you wander through the following pages, smirking, guffawing and retching at what you see, pause a moment! The face you're retching at may be your own, our dear. typical...

MAD READER!



One question that we here at MAD are frequently asked is: What is the typical MAD reader like? Contrary to popular belief, the picture of the MAD Reader above is a total distortion! Most MAD Readers know the proper way to hold the magazine!

THE YOUNG MAD READER: In the early days of MAD, self-appointed censors were vehemently opposed to kids reading such trash. In today's enlightened society, however, a young fan can enjoy his MAD Magazine openly, and is indifferent to such self-righteous stiffs!



THE STUDENT MAD READER (With Teacher): A remarkable recent study has shown that students who read MAD are no more stupid than the average student. However, this same study has also indicated that the average student who reads MAD is not necessarily statistically much smarter than the average teacher who read MAD as a student. Which is why Johnny can neither read nor teach!

THE OLDER MAD READER: MAD is by no means confined to the young reader. The man pictured above has stayed alert and active thanks to his continued regular reading of MAD. The fact that he is only 19 years old and looks the way he does is also due to his continued regular reading of MAD!

THE FEMALE MAD READER: The typical female MAD Reader is sensitive, smart, handy and thoughtful. Notice, however, that the word "Beautiful" is not used, or even hinted at! Female readers may complain that the above picture is not flattering and is in fact degrading to all women. But we defend it, by simply saying: Hey, we didn't put hair on her chest!

THE CRITICAL MAD READER: Not everyone likes MAD! We admit it! We have a few detractors and we don't put these individuals down for their taste. It's a free country! And besides, creeps like that, with their bloated, mis-shaped bodies, who think nothing of terrorizing babies, wouldn't understand what hideous geeks they really are, anyway!

SPOOKING FROM PICTURES DEPT.

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

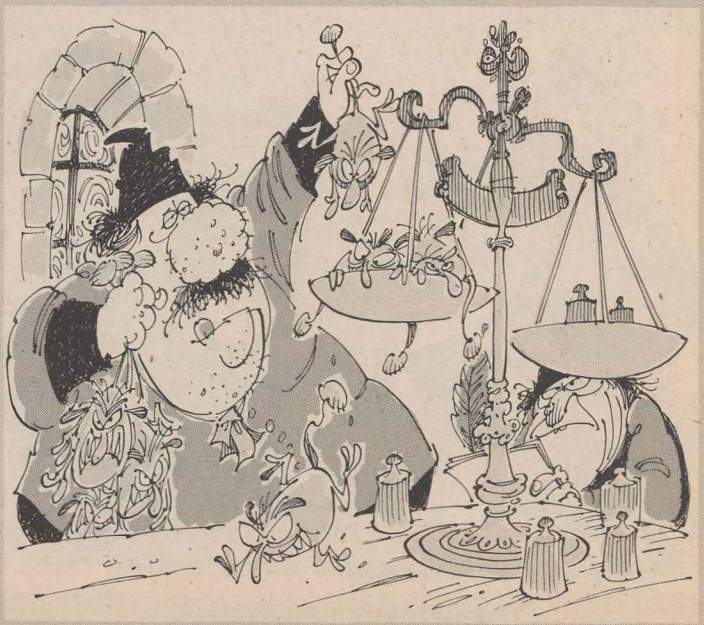
HORRIFYING CLICHÉS

ARTIST: PAUL COKER WRITER: FRANK JACOBS

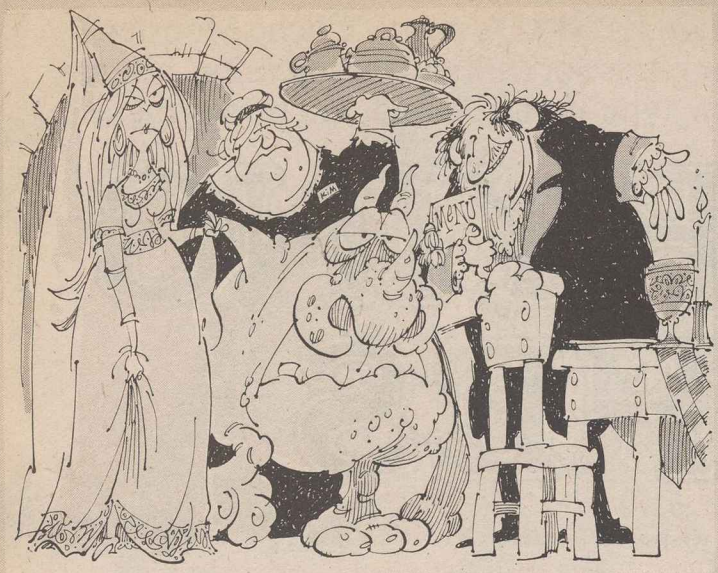
Driving A HARD BARGAIN

Hanging On To The BITTER END

Ducking An ISSUE



Weighing The ALTERNATIVES



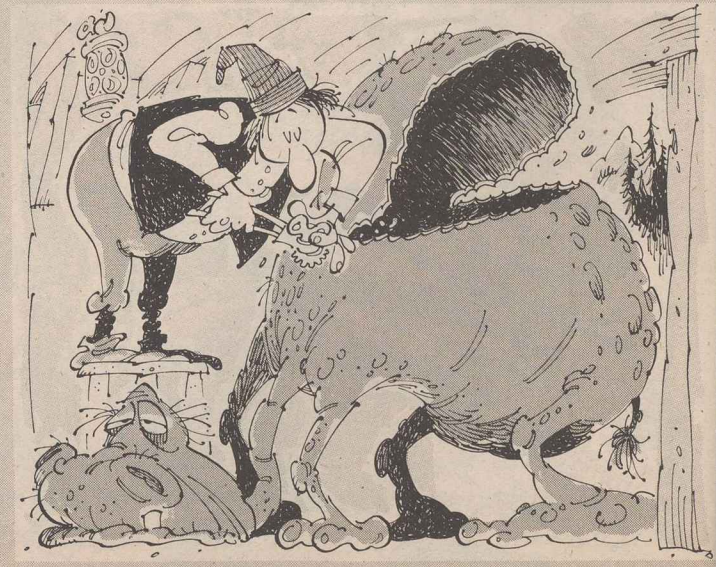
Going Out With A BANG

Coming To A SCREECHING HALT

Losing One's VIRTUE

Bottling Up One's EMOTIONS

Throwing A TANTRUM



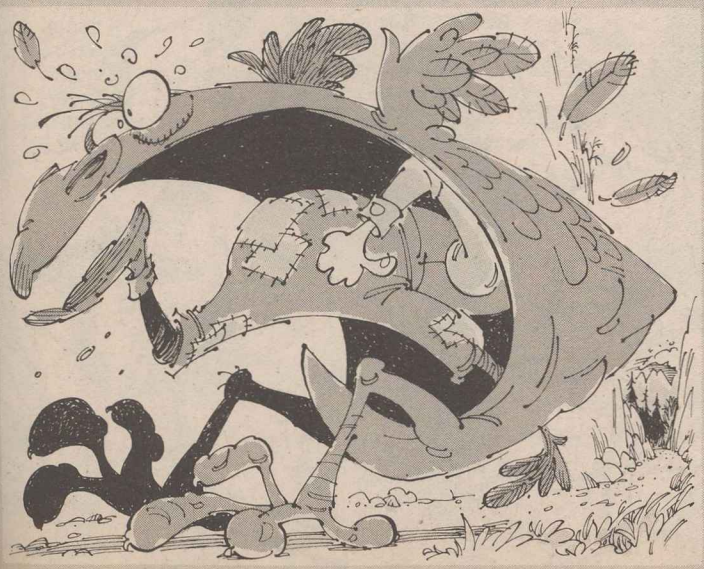
Opening An OLD WOUND

Honoring A COMMITMENT

Getting A SECOND OPINION

Hammering Out A COMPROMISE

Returning A FAVOR



Running Into A SNAG

Shattering A RECORD

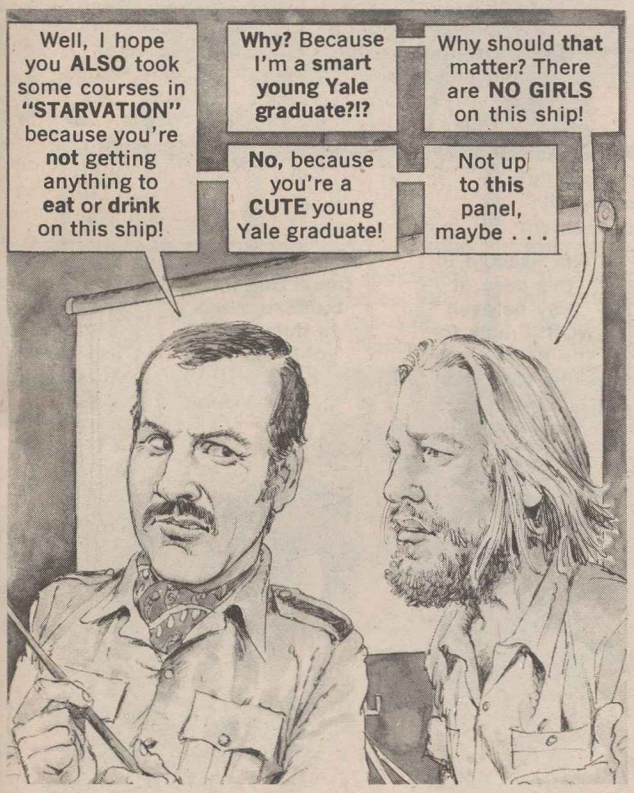
KONG-PHEW DEPT.

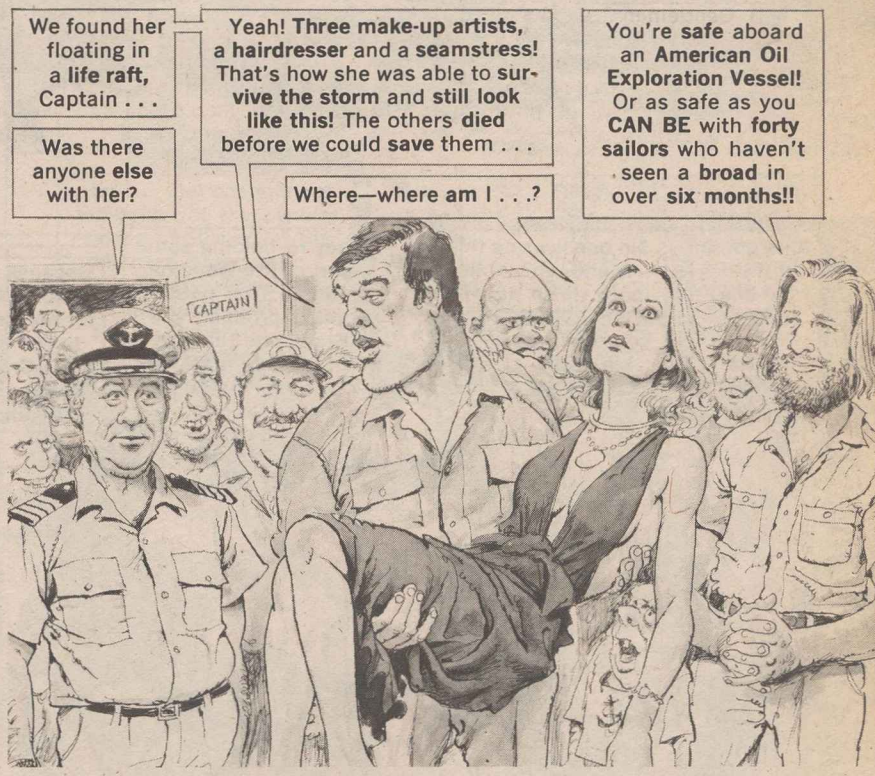
KING

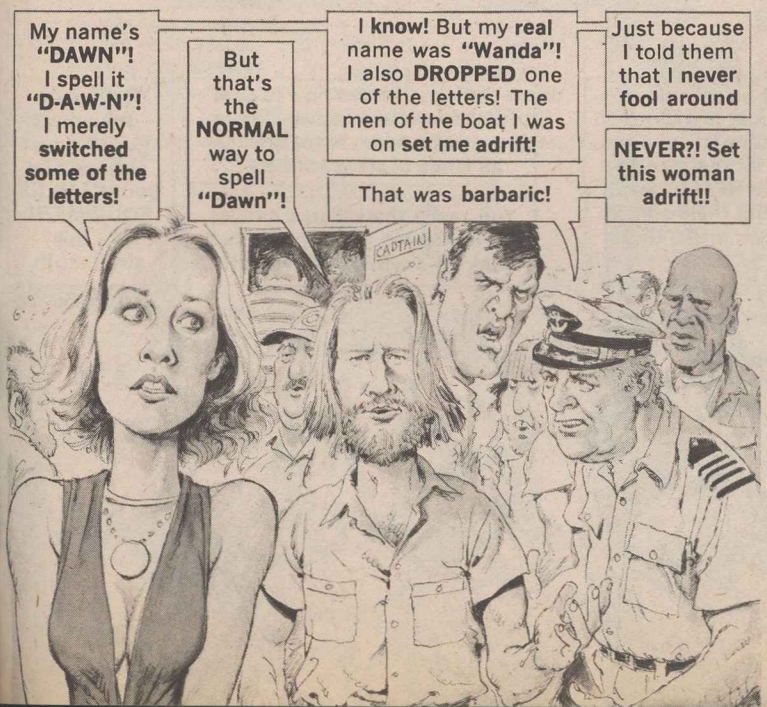
Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

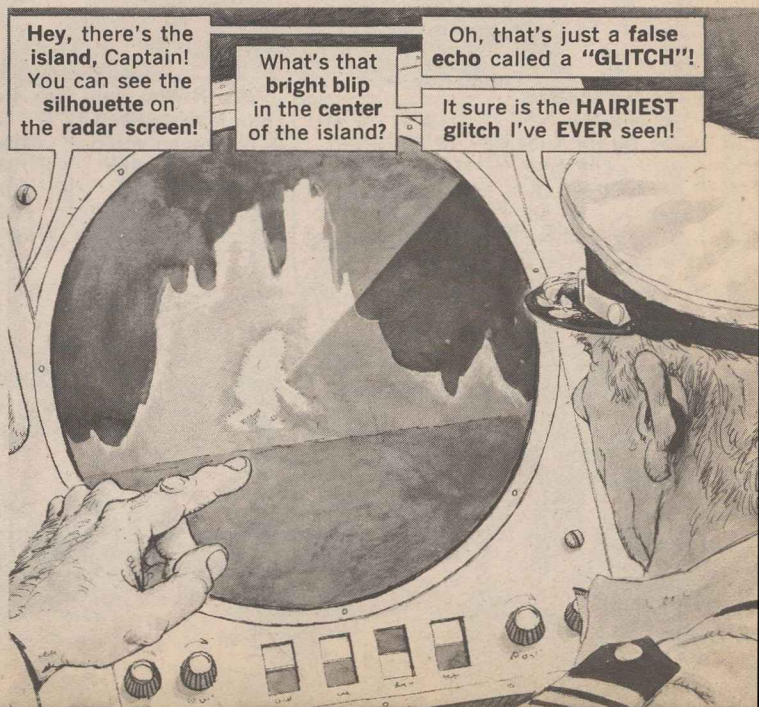
KORN

ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO









Okay, Hack, I **believe** you're **not employed** by one of our **competitors!** But to **earn your keep,** I'm appointing you **"Official Photographer"!**

Take our picture **now,** Hack!

Okay! Can I see a little more **leg?**

I've **got** my pants rolled up as far as I **can** now!!

I was talking to **DAWN!!**

Hmm! On **second** thought, maybe we can **charge** your room and board to your **American Express Credit Card!**

Wow! Look at that **huge wall!** It must be as **old** as the **Pyramids!**

Not exactly! You see that **sign** that says **"NU NU MIKI NE AG"?**

Well, that means **"NO HANDBALL PLAYING AGAINST THIS WALL!"**

Ahh, come off it! **No one** lives on this island!

No one lives on this **island,** eh? What about those **natives?**

You call that **LIVING?!?**

They're holding some sort of **Pre-Wedding Ritual!** That **native girl** is probably the **Bride,** and that **guy** in the **ape mask** is obviously a **stand-in** for the **Groom . . .**

Because it's **BAD LUCK** for the **Bride** to see the **REAL Groom before** the **Wedding?**

Not exactly! In **this** case, it may be even **WORSE luck** for the **Bride** when she sees the Groom **AFTER** the Wedding!!

Baggy! Look down **there!** See those **bubbling pools** of **thick black gook?** Do you think that could be **oil?**

I doubt it! The natives are pouring it into **cups** and adding **cream** and **sugar . . .!**

They've **spotted us,** and they've **seen Dawn!** They want us to **give her to them** in exchange for **six** of **their women!**

DAWN! For **six** of **THEIRS!?!** Those savages are **NUTS!!** Tell them **TEN —OR NOTHING!!**

What?! Why, you **inhuman** ☆◎★!☼!! You mean you'd **actually trade Dawn** for **ten** of their **women?!**

Don't be **ridiculous!** It's just a **trick** to **calm them down!** Then, we'll let them know what we **REALLY want! FORTY** of their women for Dawn, or **NO DEAL!**

I tell you, I **know** how to **deal** with backward natives! We've got **pots, pans, bracelets** and all kinds of **shiny trinkets . . .**

You really think those natives are interested in swapping **that junk** for anything **WE'VE got?!**

They **sure are, smart** guy! We just **swapped** all your **CAMERA EQUIPMENT** for **this swell stuff!**

Where are you going **THIS** time of night, Hack?

To the **island** . . . to get my **equipment** back! Man, my **cameras** are the **most important thing in my life** right now!

Oh . . .? **Too bad!** I—I was kind of hoping you might come to my **cabin!**

Well, **what do you know!?** I just **lost all my interest** in **photography!!** Why don't you slip into something **comfortable,** like your **bed,** and I'll go brush my teeth!

Hey!! What the—?

Why is it I have **so much trouble** staying on **ships?!**

If I'm not getting **thrown off,** I'm being **taken** off!!

Come on, guys! I'm not in the **mood** to meet anybody **new** tonight! And **besides,** I already **HAVE** a heavy date!

Will you **lay off,** fellas? Listen, I **appreciate** the **non-stop drumming** and the **thousands of torches,** but I'm **not really INTO "Discos"!!**

Tell you what! I'll give you my **telephone number** and maybe we can set something up for **next** week! Okay?

Hey . . . **just one minute!** Where do you think you're **taking** me?!? Look, I **dig** tall, dark, hairy men . . . but **THIS** is **ridiculous! Put me down now!** I will **not go home with you!**

Well . . . maybe for a **little** while! But I have to be back by **10 o'clock!**

Okay! By **11** o'clock! But not a **minute later!**

It would be **different** if this were on a **week-end,** King! But it's a **Tuesday!** Who stays out late on a **Tuesday?!**

ROARRRRRR! ROARR RRAR!

We're too late! King has **already taken** Dawn . . . !

Any ideas **where?**

Well, there's a **small candle-lit restaurant** overlooking the **lagoon** next to a **motel!** That would be **my best guess!**

We've got nothing to **go** on! There are **no footprints** . . . just those great big **holes** through the **jungle!**

Those aren't **HOLES,** you idiot! Those **ARE** the **footprints!** C'mon . . .

Y'know, King . . . as **big** as your **hands** are, I've had **less trouble** with **you** than with **most** of the **men** I've dated!

You're **not** a **bad ape!** First, you gave me a **bath** in a **jungle pool,** then you **blew me dry,** and now you've brought me a couple of **eggs** for **breakfast . . .**

Er . . . you wouldn't happen to have a **twelve-foot frying pan,** would you?!?

I've checked out the sample we took from the island, and it's 100% pure oil all right . . . exactly up to Petlox's rigid standards . . . !
YAHOO!! And coming here was all MY idea, Baggy!!
As a matter of fact, it IS Petlox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!
Too bad coming here was all YOUR idea, Baggy!
I refuse to go back to America empty-handed!
Why don't we visit that Native Souvenir Shop?! We could pick up a few more of those trinkets you went ape over . . . !
That's it! That's it! You just said it! What an idea!!
You mean, take King back to America?!?
No . . . pick up a few more of those trinkets!
I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood!"??
Oh, I'd say about twenty million the first year . . . and I think you'd lose even MORE the second year!!
Okay, men . . . lower that TWO HUNDRED POUND BANANA into the trap . . .
Here's an update on King! Dawn and Hack have gotten away from him . . . and King's position now is four hundred meters northeast of Checkpoint Charlie!
Got it! And what's OUR position right now?
Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie!!
In other words . . .
Right! That warm tropical breeze on your back is KING'S BREATH!!
I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!
What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!
That's not exactly true! He DID take me out to dinner and a movie!
Besides . . . the natives will be thrilled to be rid of King!!
There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!
I've been thinking of ways to exploit King! I could star him in a BALLET . . . with Nureyev and Fonteyn and Weiss!
I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!
Nahhh! That's no good! A TUTU for King would cost a million bucks!!
Who'd want to marry a STATUE?!?
Listen, yours might not be much better!!

I'm **quitting** this circus, Fraud! I **just can't stomach** this **cruel, disgusting exploitation** of King!

If **you** go **with** him, kid . . . if **you quit on me now,** I'll make sure you **never get another booking** in **Show Biz!** You'll end up **tap dancing** at **Rotary Clubs!**

Gee, **that** doesn't sound so bad . . . especially since I **can't** tap dance **now!**

Ladies and Gentlemen, I'd like you to meet the **biggest chimp** in the world!

Th-thank you for that **wonderful introduction!**

The **introduction** was for **KING!!** I said **"Chimp"** . . . **not "CHUMP"!**

Listen, all you **reporters!** Don't get so close to **Dawn!** King will think you're trying to **tear her clothes off!**

Hey, kid! **Mind your own business!** We **ARE** trying to tear her clothes off!

KORN

Look! King is **breaking free!**

Ladies and Gentlemen, **don't panic!** I assure you the **cage** is **escape-proof!** I was locked in it **all day** yesterday . . . and **I** couldn't get out of it!

Look! He's torn his cage **apart!**

Don't worry! His **legs** and **arms** are **still** in **chains!**

Look! He's **broken** his **arm chains!**

Don't worry! His **legs** are still in chains!

Look! He's broken his **leg chains!**

WORRY!!

No, King! **No!! Don't step on me!**

I suggest that you study the **fine print** in your **contract,** King! It's got a **"No Squish" clause!!**

You **can't** leave me **FLAT,** King!!

Do you think **we're safe** on this **train,** Hack?

Of course we're safe! King doesn't have a **subway token** . . . so they'll **never let him on!**

Put this train down **this instant,** you great big juvenile delinquent ape!

Hey, is this **42nd Street?** Can you **drop me** at **42nd Street?**

Oh, my God! He's gonna **roar** again! I **can't stand it** when he roars . . . !

I know what you mean! The **sound** is enough to **KILL you!**

FORGET the **sound!** It's the **BREATH** that'll kill you!

If that giant ape ever crosses the East River . . .

Don't worry! He can't make it! He'll be dead by then!!

You mean from the tanks and planes?

No, from the East River! If he ever enters the water, the POLLUTION will kill him!

MANHATTAN

BROOKLYN

It's Pressclot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!

Oh, c'mon! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING?!

Do you know where King is now . . . ?

Yes! He just took a Fifth Avenue bus!

Uptown, or downtown??

We don't know WHICH way he threw it!

Hey, you! Get out of that river! You're leaving a ring around Manhattan!

We can't go up there, King! You don't have a jacket and tie on!

They'll only send you down again when they see you haven't got a reservation!

Please, King! I have a terrible fear of heights!

I once threw up at the Empire State Building! And that's while I was still out on the street!

Pick me up, King!

Do you hear me? Pick me UP!!

I know I keep saying, "Put me down!" But NOW I want you to pick me up!!

Duck those bullets, King! DUCK! Don't you ever do what I say? You act like we're married!

Don't eat that Helicopter, King! I said DON'T EAT IT!

It's bad for your digestion!

Will you LISTEN and stop acting so MACHO!?

No wonder the big ape wants to die! How would you like to have to listen to HER nagging all day and all night?!

Are you listening to me?! Didn't I TELL you not to come up here?!? I hate to be the one who says, "I told you so!" But I TOLD YOU SO!

Boy, she could drive ANYONE to an early grave!

King, don't go over the edge! I said, don't—

Now look at the fine mess you've gotten yourself into!

Hack . . . this was all too terrible! I don't EVER want to have anything to do with Show Business again!

Honey . . . after your performance in this movie . . . I don't think you have to worry!!

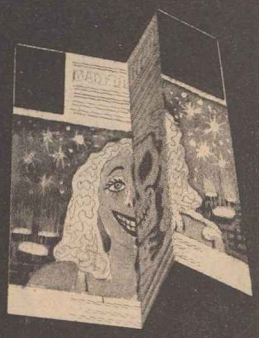
Okay, whose monkey is this? You need a permit to keep a monkey in this city!!

WHAT IS ALWAYS THE MOVIE INDUSTRY'S GHASTLIEST PRODUCTION?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Each year, Hollywood offers one production that makes everyone's skin crawl. Usually, it is the most horrible thing to come out of "tinsel town" that year. To discover the title of that hideous show for this year, fold in the page as shown . . .



FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THROUGH THE YEARS, HORROR PICTURES HAVE BECOME OFFENSIVE AND DISGUSTING. THESE MOVIES CAN SCAR A YOUNGSTER'S MIND. NO AMOUNT OF MONETARY REWARD SHOULD JUSTIFY ANYTHING THAT SINKS QUITE SO LOW!

A▸ ◂B

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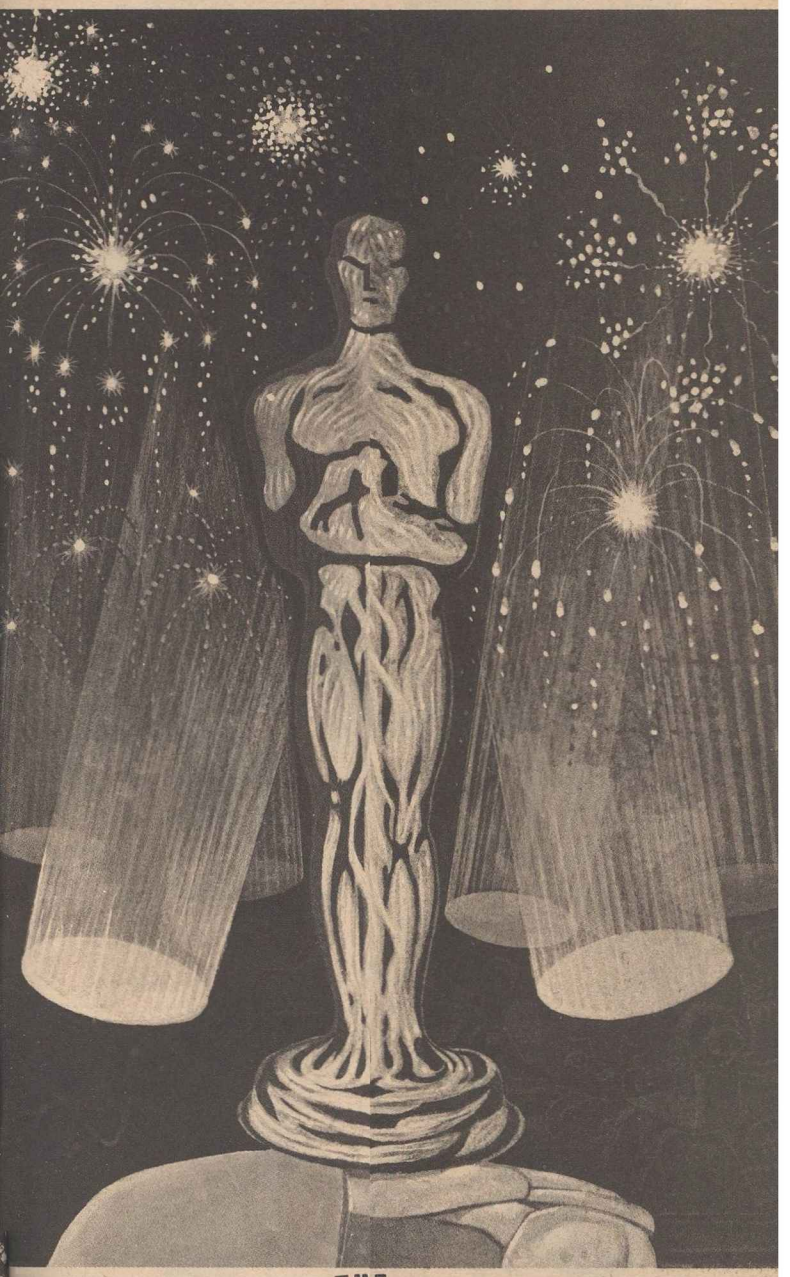
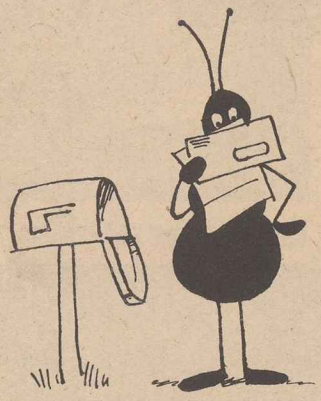


ARTIST & WRITER:
AL JAFFEE

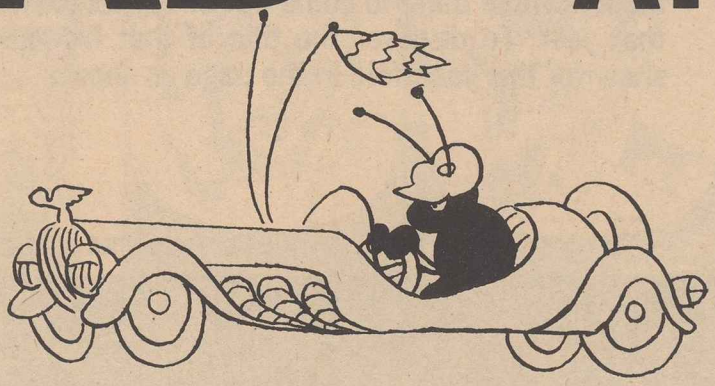
THE OSCAR AWARD SHOW!

A▶B

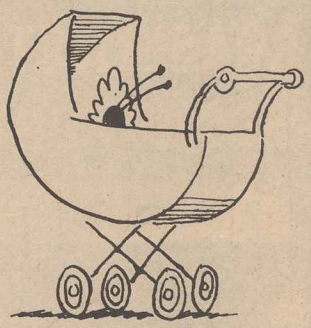
A MAD LOOK AT AN



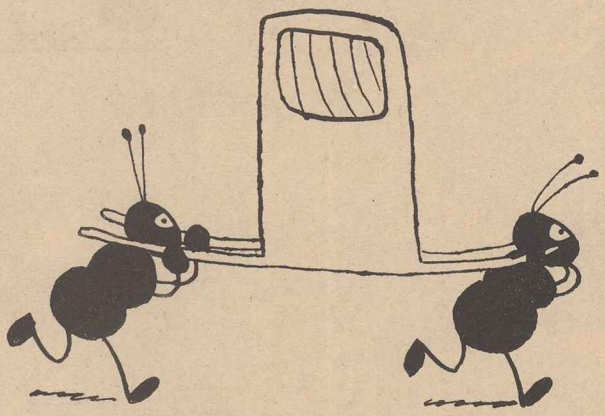
OCCUP-ANT



FLAMBOY-ANT

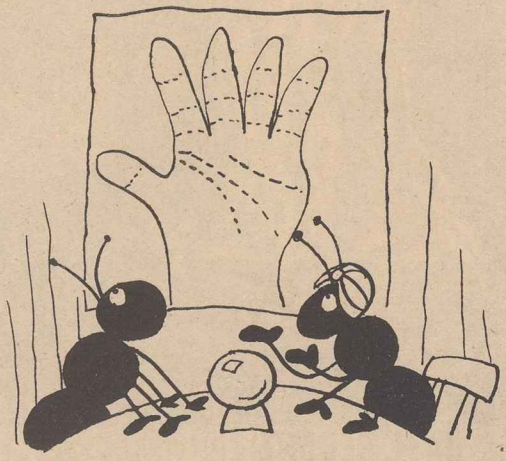


INF-ANT

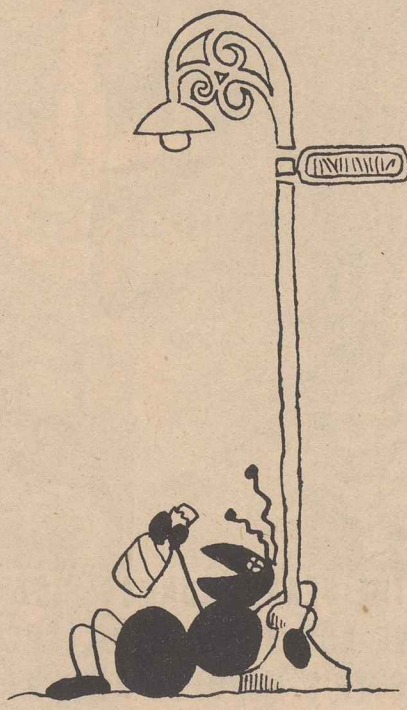


IMPORT-ANT

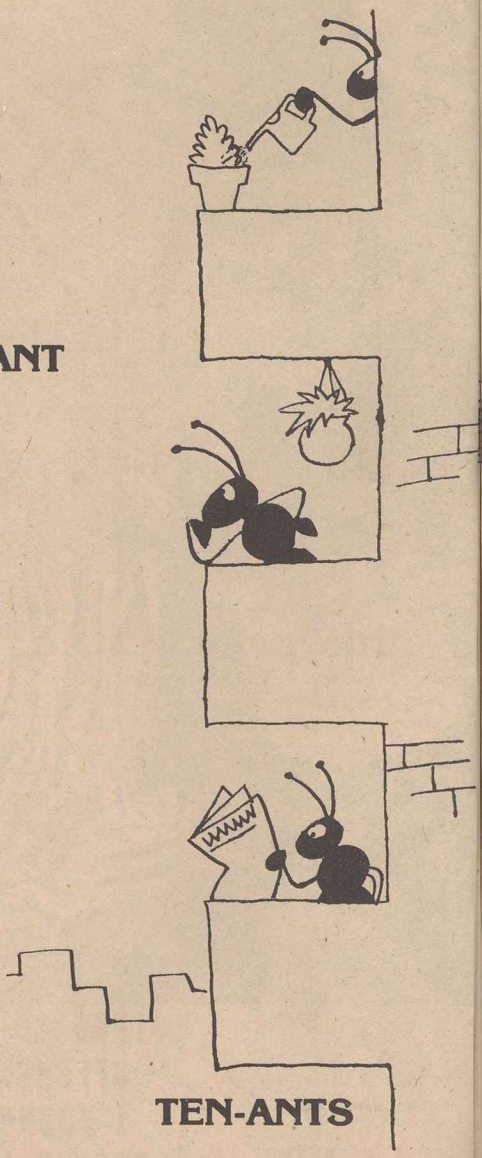
CORRESPOND-ANT



CLAIRVOY-ANT



VAGR-ANT



TEN-ANTS

ARTIST AND WRITER: BILL JOHNSON

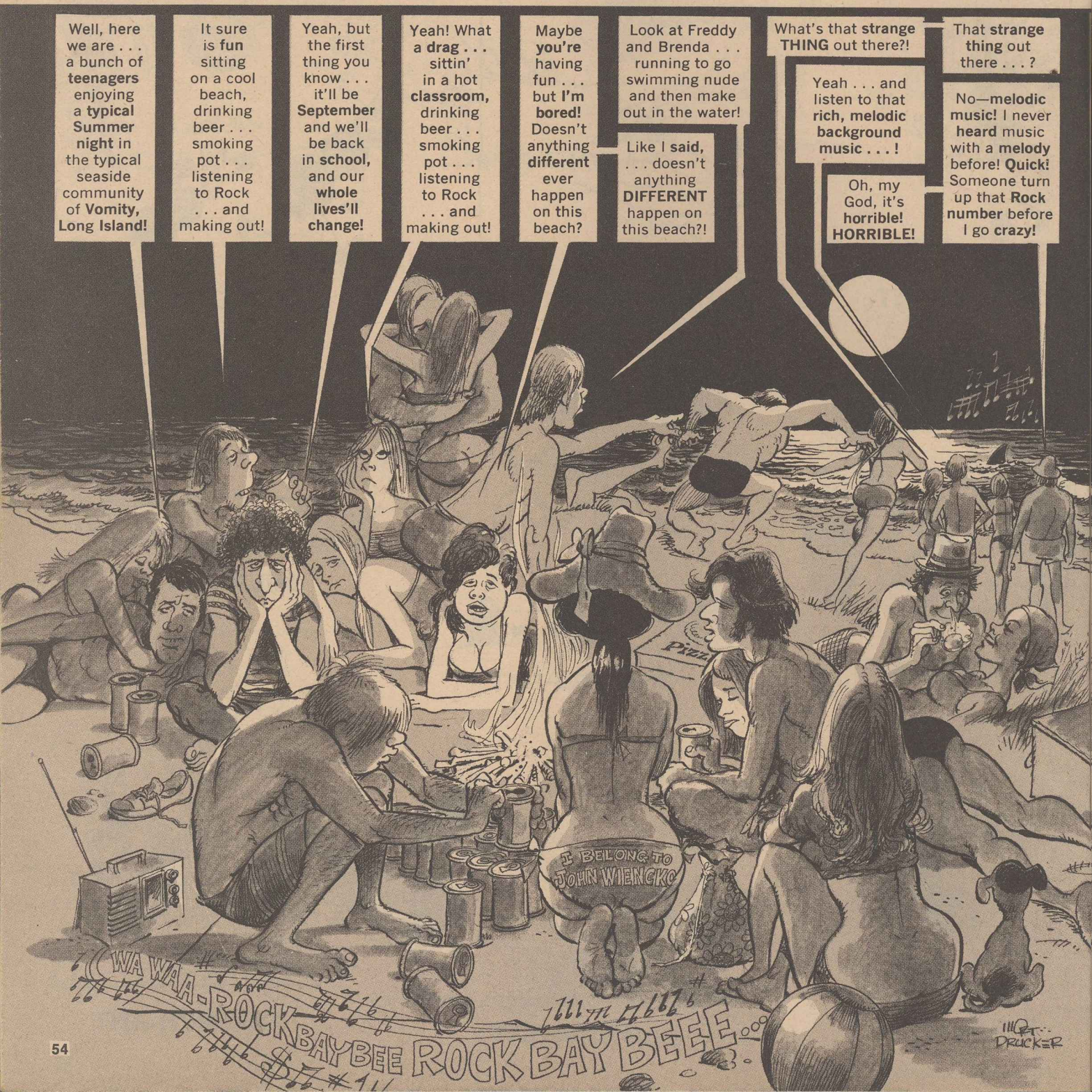
TS

GONG SHOW
IGNOR-ANT
PEAS-ANTS
CONTEST-ANT
SAC
DETERR-ANT
RELUCT-ANT
INFORM-ANT
REELECT
INCUMB-ANT
MILIT-ANT
DOWN WITH DDT
DISSID-ANT
FLIPP-ANT
USA
1
2
3
TRIUMPH-ANT

PLAYING IT FOR SHARK VALUE DEPT.

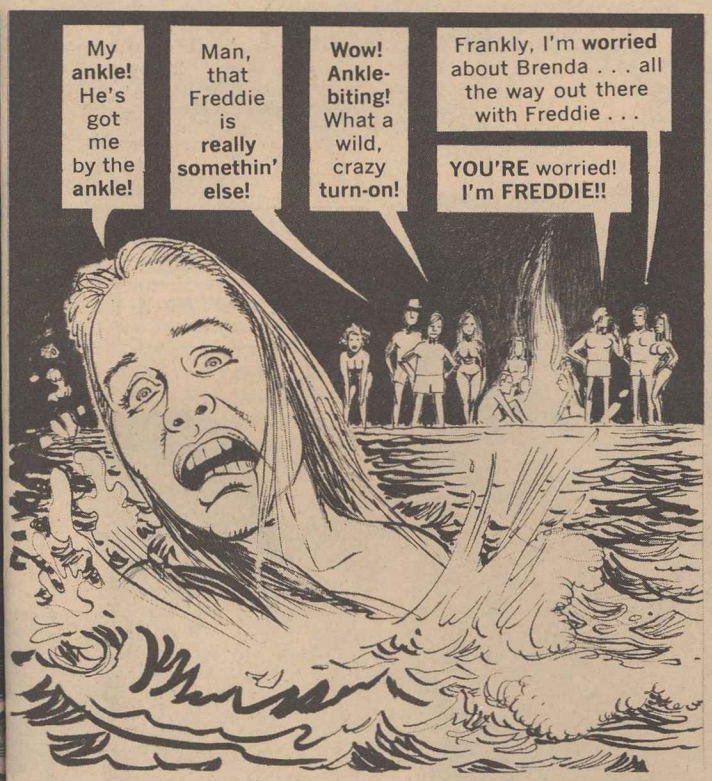
There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die . . . in every horrible way possible, which includes being . . .

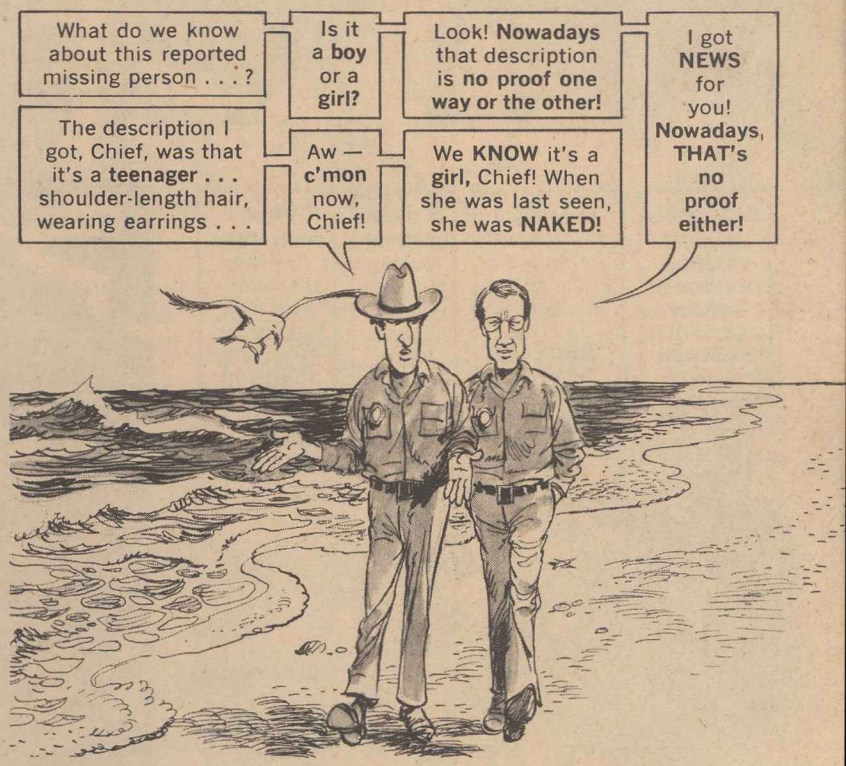
JA

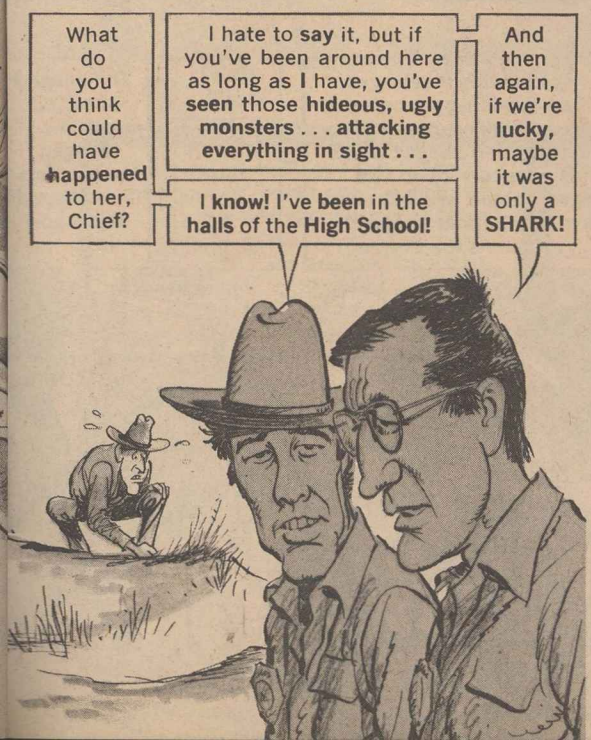


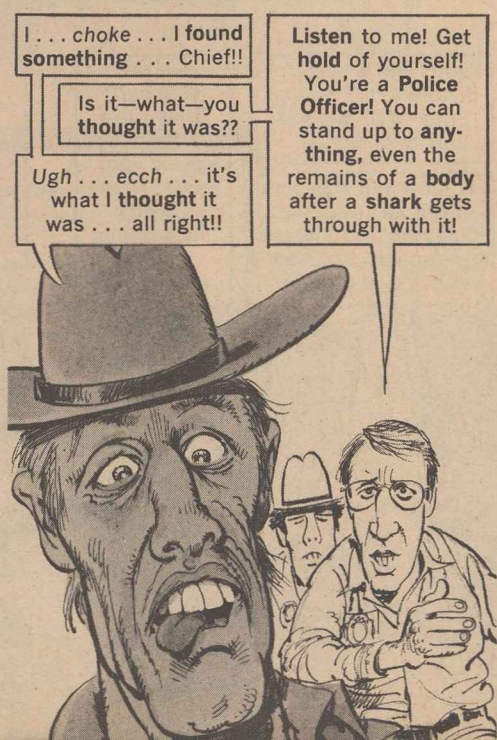
AW'D

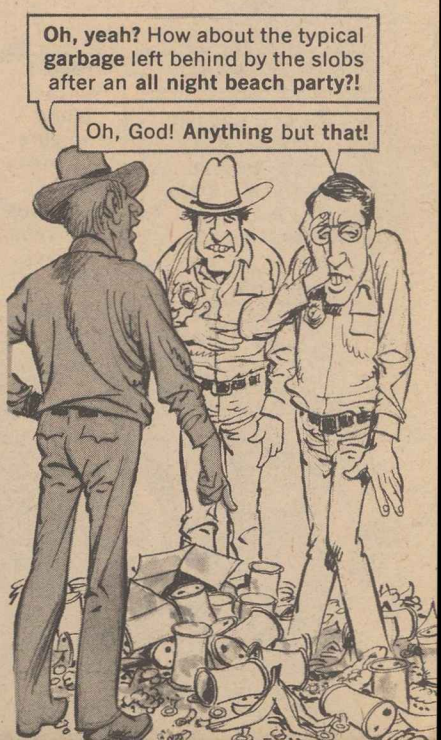
ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL



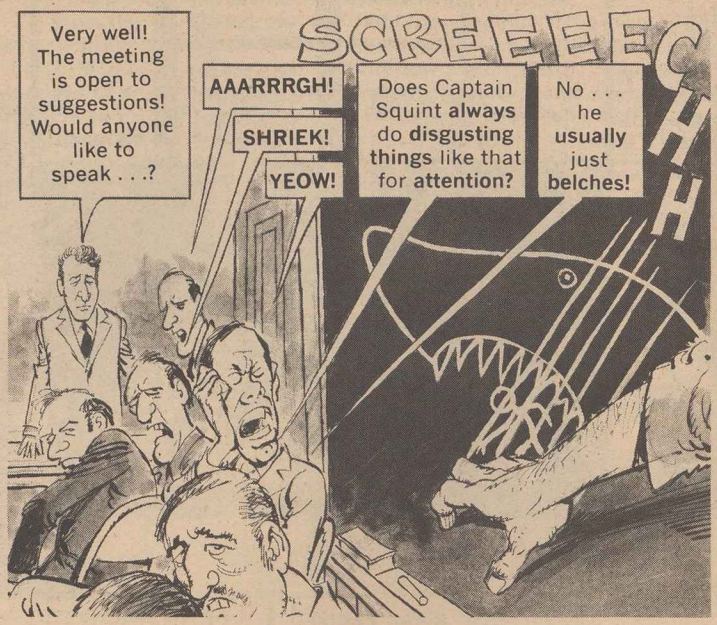


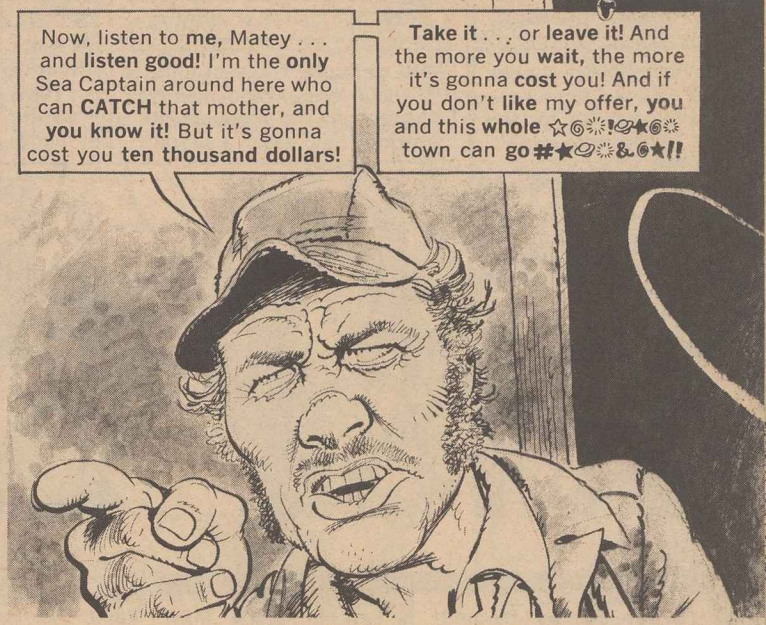


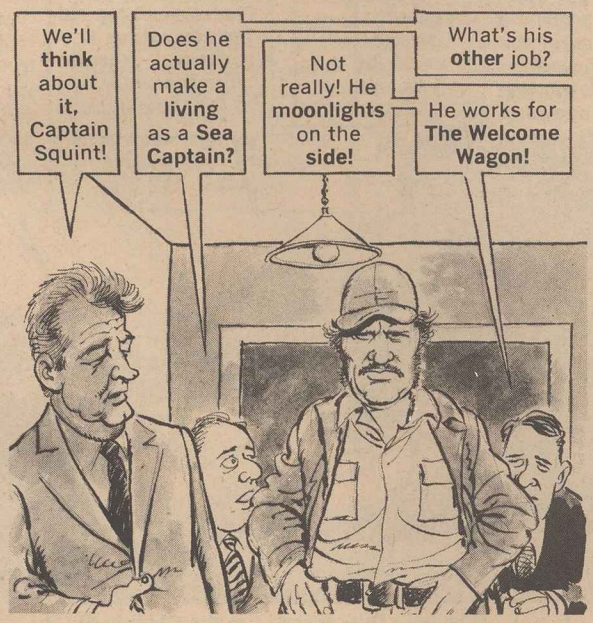


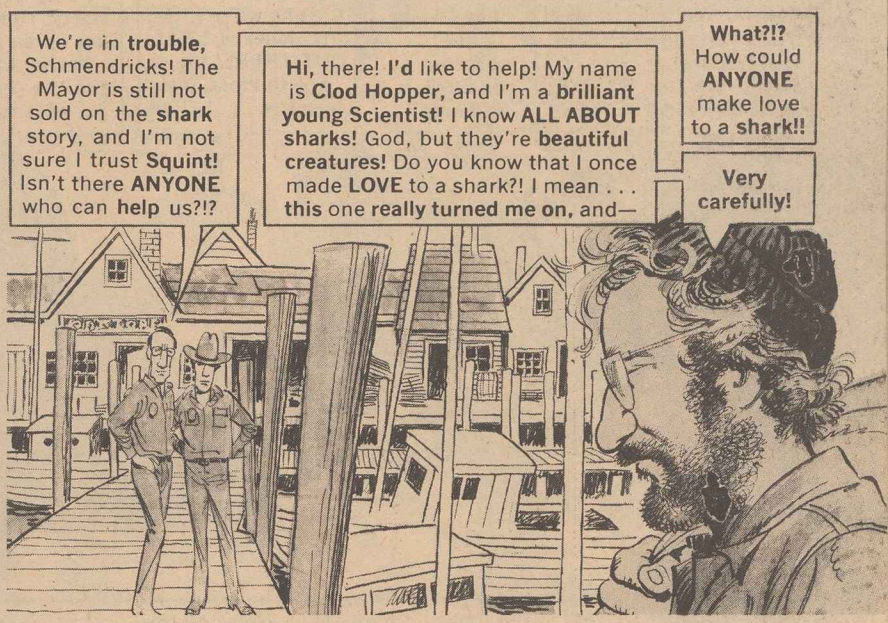


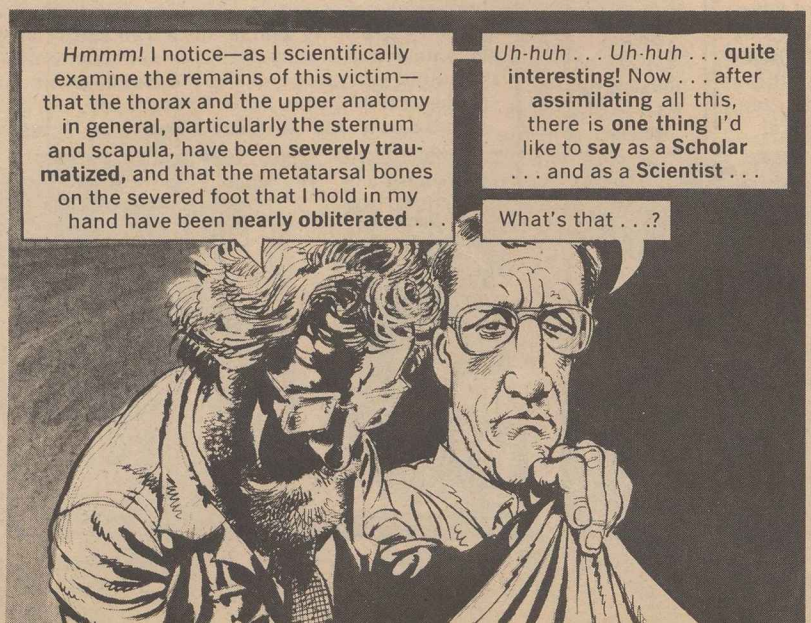
Uggh! Melon rinds and banana peels!
Blaah! Anchovy pizza scraps and scungili!
Pyuch! Peanut butter sandwiches and —
What do you think you're doing, Chief Brooding?!?
The remains of a girl were found, Mayor Vault! She must have been eaten by a shark! We can't allow any people in the water!
Are you insane?! Close our beaches with July 4th a week away?! That's when we do all our business around here! Forget about that shark and take down that sign!
Forget about it?! Do you realize what horror you may be subjecting people to on this beach? Have you no conscience? Particularly on Independence Day, when Americans celebrate their precious, hard-earned freedom by blowing off their arms and legs with firecrackers, and driving drunkenly down our nation's highways . . .
Come to think of it, I guess I'll take down the sign!
NO SWIMMING ON THIS BEACH
By Order of Vomity P.D.
INCORPORATED TOWNSHIP OF VO
POPULATION..... 3,01 2
How come we're all enjoying ourselves, and the Chief of Police has to work?
They say a mysterious thing is endangering the beach, and he's protecting all of us!
It must be tough looking through those glasses hours on end!
What dedication! I'm sure that whatever he's looking for, he's going to GET it!
Not unless somebody tells his WIFE!!
Well, Schmendricks, so far . . . so good!
No sign of her Husband!
That's great! No sign of the shark?
What happened?
All of a sudden I heard this rich melodic music, and then this kid started screaming and . . . ugh . . . it was just awful . . . !
Yecch! All that blood and gore and torn limbs! You know what this means, don't you, Chief . . .?
Right! There goes the picture's "G" rating! But a "PG" will still pull in the kids . . .!
What about that line in the ads that says, "May Be Too Intense For Younger Children"? Won't that hurt us?
Are you kidding?!? That's like trying to scare ants away from a picnic by pouring sugar on the ground!
I've called this meeting of you key townspeople because there is a silly rumor going around that an alleged shark has allegedly killed two alleged people! We will now have the Coroner's report! Er . . . where is the Coroner?
He's dead!
WHAT?! How did it happen?
The alleged shark bit off his alleged head! Also his alleged arms and legs . . .


Very well! The meeting is open to suggestions! Would anyone like to speak . . .?
SCREEEEECHH
AAARRRGH!
SHRIEK!
YEOW!
Does Captain Squint always do disgusting things like that for attention?
No . . . he usually just belches!


Now, listen to me, Matey . . . and listen good! I'm the only Sea Captain around here who can CATCH that mother, and you know it! But it's gonna cost you ten thousand dollars!
Take it . . . or leave it! And the more you wait, the more it's gonna cost you! And if you don't like my offer, you and this whole town can go #★@☼!&@★!!


We'll think about it, Captain Squint!
Does he actually make a living as a Sea Captain?
Not really! He moonlights on the side!
What's his other job?
He works for The Welcome Wagon!


We're in trouble, Schmendricks! The Mayor is still not sold on the shark story, and I'm not sure I trust Squint! Isn't there ANYONE who can help us?!?
Hi, there! I'd like to help! My name is Clod Hopper, and I'm a brilliant young Scientist! I know ALL ABOUT sharks! God, but they're beautiful creatures! Do you know that I once made LOVE to a shark?! I mean . . . this one really turned me on, and—
What?!? How could ANYONE make love to a shark!!
Very carefully!


Hmmm! I notice—as I scientifically examine the remains of this victim—that the thorax and the upper anatomy in general, particularly the sternum and scapula, have been severely traumatized, and that the metatarsal bones on the severed foot that I hold in my hand have been nearly obliterated . . .
Uh-huh . . . Uh-huh . . . quite interesting! Now . . . after assimilating all this, there is one thing I'd like to say as a Scholar . . . and as a Scientist . . .
What's that . . .?

YECCCH!

Great news, Chief! My kid and I caught the shark, so your troubles are over!

Very simple! My kid has this old kite string, see? Well, sir . . . I bent this safety pin around the string and tossed it into the—

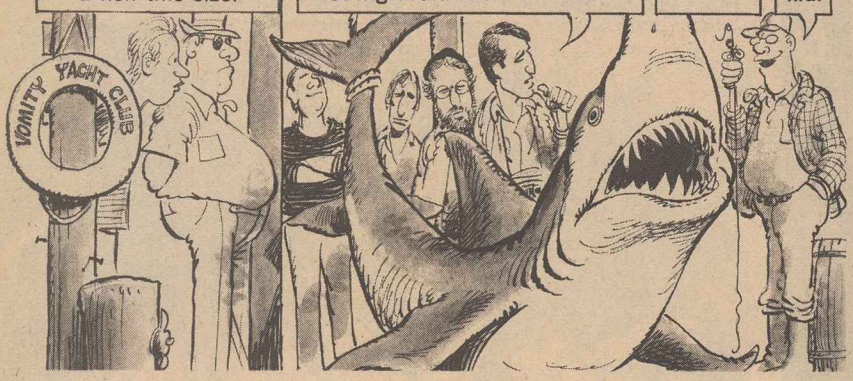
Sure, providing you use the right bait . . .!

Incredible! How did you and your kid ever manage to land a fish this size?

Wait a minute! You expect me to believe that anybody using a safety pin and some old kite string could catch a shark!?!

And what did YOU use for bait?

My kid!

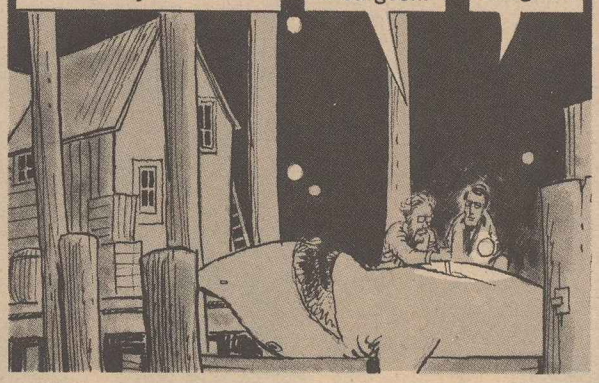


I'm not sure this is the shark we're after! The only way to know for sure is to cut him open and look for clues inside! Don't worry! I know what I'm doing! I've been around fish all my life . . .

You know, you remind me of a sturgeon!

You mean SURGEON! I cut like a surgeon!

You may CUT like a surgeon, but you SMELL like a sturgeon!



Ah-hah! Just as I thought! This shark doesn't eat people! It eats JUNK! Look at this! An old lawn mower, a pair of orthopedic shoes, a 1959 Edsel, a crate of watermelons and 500,000 copies of Reader's Digest!

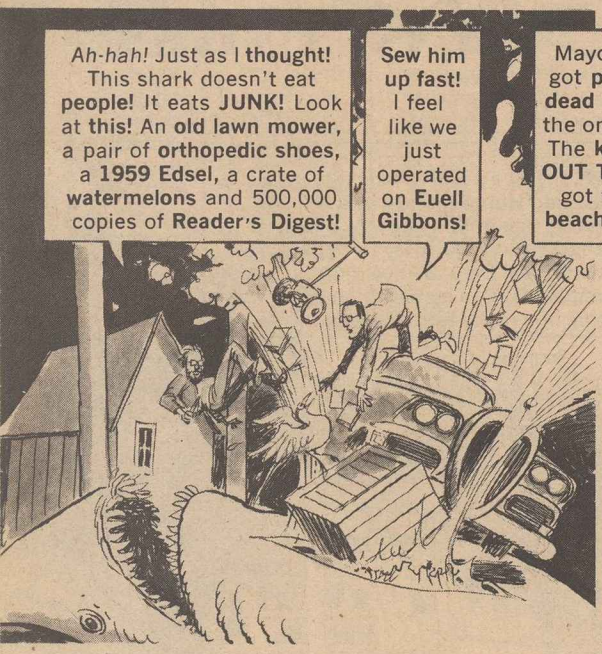
Sew him up fast! I feel like we just operated on Euell Gibbons!

Mayor Vault! I've got proof that the dead shark is NOT the one we're after! The killer is STILL OUT THERE! We've got to close the beaches . . . NOW!!

Not on your life! This is July 4th! But don't worry! They're going to set up an impregnable barrier in the water that no shark will ever be able to penetrate!

It won't work! He's too smart! He'll slip past the gun boats! He'll sneak by the helicopters!

I KNOW that! I'm talking about the NATURAL barrier: that wall of typical holiday refuse and garbage . . . thrown into the water by 50,000 beachgoers!



ARRRRRGGHH!

YECCCCH!

CHOKE!

UGH!

Well . . . Mayor?!? Still MORE deaths! Are you satisfied now?!?

Okay, Chief! You win! I'll pay Squint what he wants! Go out there with him and GET THAT SHARK!!

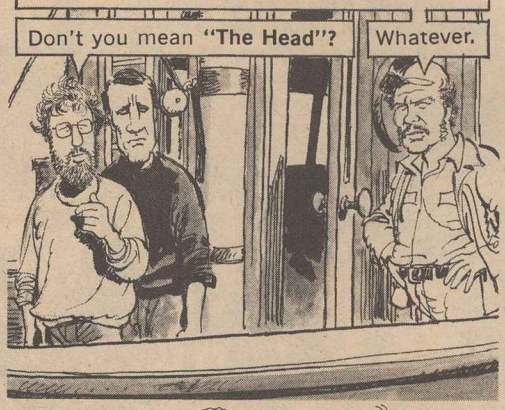
Golly, all this blood and torn bodies and killer sharks! They sure don't make "Beach Pictures" the way I made them in the '60's!

That's true, Annette! But THIS one is ALMOST as nauseating as one of yours!

Now hear this, Mates! I'm the Captain of this@#$%¢& boat, and what I say GOES! I've been a sailor, man and boy, for forty years! I know every inch of this ocean and every nook and cranny of this boat! I know the sound and the smell and the language of the sea! And now, if you'll excuse me, I gotta go to The Little Boy's Room . . .

Don't you mean "The Head"?

Whatever.



DRINK COCA

I'd feel a lot more secure if he didn't get SEASICK!
I'd feel even BETTER if we weren't still in PORT!!
EEEEECH
The College Boy'll take the helm! And you, Chief . . . you see those pails of bloody fish innards and entrails? Well, start throwing it overboard . . .
Oh, I get it! It's BAIT . . . to lure the shark!
Naaahh! Sharks HATE the stuff!
Then why do you want me to throw it overboard?
You think I want it stinking up my boat?
Then why'd you bring it aboard in the first place?
Listen . . . one more stupid question, and I'll have you down on your hands and knees, swabbing the floor!!
The "DECK"!
Whatever.
Don't you sort of get the feeling we've been HAD?
Not really! He may be a bit eccentric, but I think he's a good sailor! Let's wait until we're out a while and he gets his sea legs and starts singing those loveable old Sea Chanteys . . .
Over hill, over dale, We have hit the Dusty trail, As those Caissons Go rolling along!
You're RIGHT! We've been HAD!
You see this scar? That's from a Tiger Shark when I was in the South Pacific!
That's nothing! See THIS scar! That's from a Giant Barracuda when I was in Key Largo!
That's nothing! See THIS scar! That's from Gene Hackman when I was in "The French Connection"!
C'mon, Squint . . . you're an expert on sharks! Tell us all about 'em!
Oh, the shark has . . . Pretty teeth, dear . . . And he shows them . . . Pearly white . . .
Boy . . . with these Old Salts, everything is a SONG CUE!!
Well, we've been out for ten hours and still no sign of the shark! Where could he be? If there was only some way we knew he was in the area! If he would only give us some sort of clue!
Wait a minute! Do you hear it? That rich, melodic music . . .??
Yeah! Yeah! I hear it!!
Does that mean anything to you?
You bet . . .!

Hey . . . what the hell are you doing?!?

That's not dance music, dummy! It's the theme of the shark! It follows him wherever he goes!

For Pete's sake, will you please let me go, now!

I'm sorry! Okay . . . YOU lead!

He must be one of those rare Mantovani sharks!!

Give me one more minute! I'm a fantastic dipper!

What are YOU doing, Squint?

I see! And then, we FOLLOW him?

I'm shooting this harpoon . . . with a barrel tied to it . . . into him! That's so we'll know where he is at all times . . . and in what direction he's swimming!

No, then we go in the OTHER direction! A guy can get KILLED around here!!

Good Lord! Three harpoons in him . . . and he's still coming at us! I've got to admit . . . I'm STUMPED!!

You WILL be . . . if he sinks this boat!

Wait! I have an idea that just might save us—but it's not completely worked out yet! Why don't I climb into this cage, and you lower me into the water! That'll lure the shark toward me, and I'll kill him!

How will you KILL him?!?

Er—that's the part I haven't worked out yet!

Hey, I've got it! STRYCHNINE!! This poison will kill ANYTHING!

Great! Only HOW will you give it to the SHARK?!

Good question! Uh . . . I know! I know! Oh, it's so simple! Why didn't I think of this before! What I'll do is MIX TWO MARTINIS! Then, I'll propose a toast, and when the shark isn't looking, I'll slip some of this into HIS!

Why don't you just dip a NEEDLE into the poison . . . and shoot it at him?!

That's even better!

Here he comes . . .! This is it . . .! Oh, God . . . if only he holds still long enough . . . ! If only he gives me a clear shot at his eye . . .!

If only I didn't drop the needle!!

He's **back!** He got **Clod!** The poison thing **didn't work! What now,** Captain?

You wait here while **I** go and check the old **Navy Manual . . .**

It's **too late** for that now! A desperate situation calls for **desperate measures!** *Er—* **I** know! **Listen to THIS . . .**

OKAY, SHARK . . . MY MEN HAVE YOU SURROUNDED! DROP YOUR TEETH AND COME OUT OF THE WATER WITH YOUR FINS UP AND YOU WON'T GET HURT . . .

Wait a minute, Shark! **Not so FAR out of the water!!**

Too bad! It always worked in **"COPS AND ROBBERS" movies!**

Well, Mate! I guess I'm a **goner!** But if I **gotta go,** I suppose it's only fit that an old sailor like me **dies at sea!** So long, lad! This old sea dog is headed for his **final resting** place in **Davey Smith's Locker . . .**

That's Davey **JONES'S** Locker!

Whatever . . .

Well, there goes Squint! And **I'm next!!** Nothing can stop that shark now!

Hi! What's going **on?**

CLOD!! You're **alive! YOU'RE ALIVE . . . !!**

Uggh . . . Ooooh . . . **. . . POOF . . .**

And **LOOK!** The **shark** is **DEAD!**

MADE BY MATTEL TOYS

It's a **miracle!** How did the shark **DIE?**

Psychological Indigestion!

It's a very rare **fish** disease, brought on by a very common **movie** disease that we **Scientists** call *"Scriptus Fantasticus!"*

I think you **know** by now that a **shark** can usually **eat ANYTHING!** However, when he had me **underwater** . . . and he **destroyed my cage** . . . and there I was, swimming around, **helpless** . . . and the Director wouldn't let him **devour me** so he could get a **cheap, corny happy ending** to this movie after subjecting the audience to **two hours of nauseating garbage . . .**

What in hell is **that?**

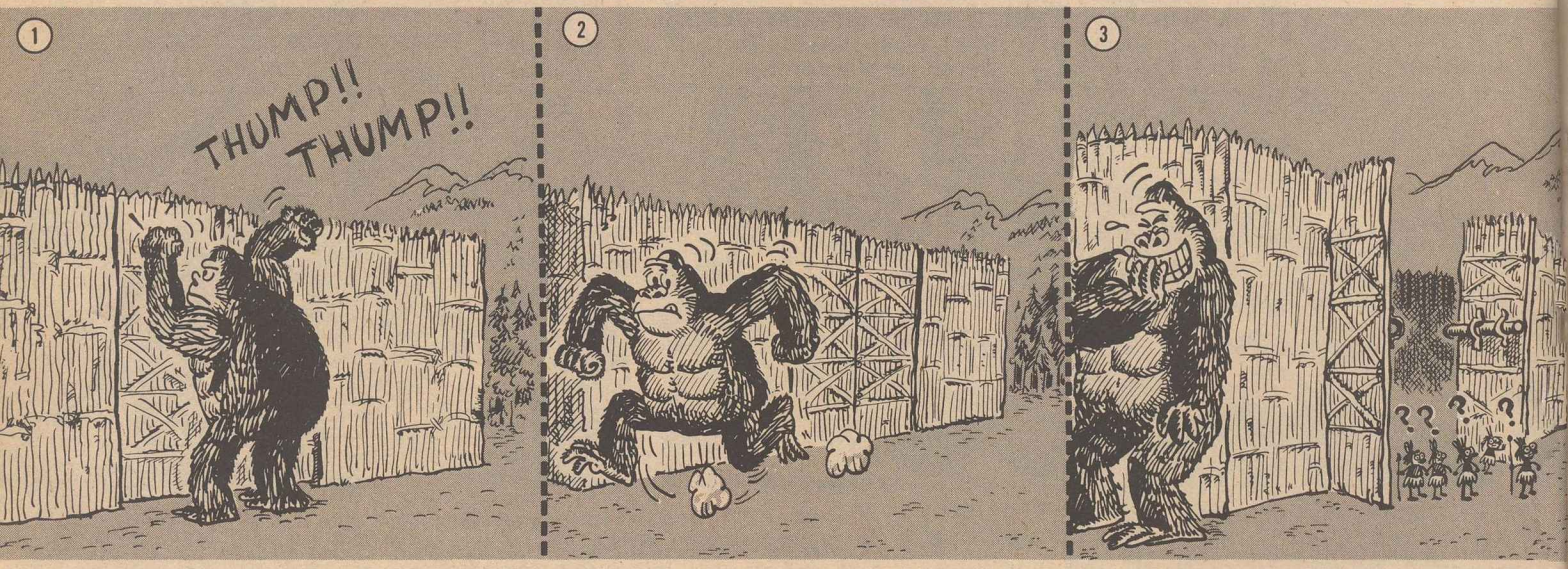
C'mon, Man! **Talk sense!**

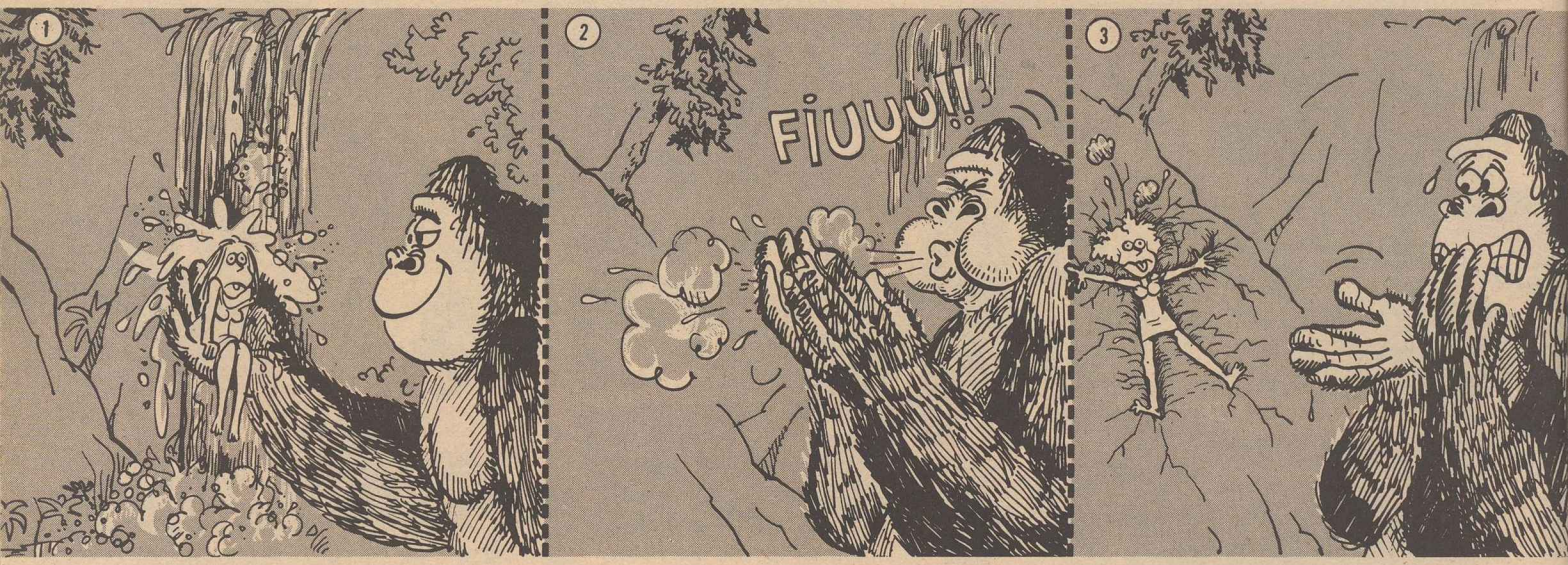
You **mean . . .**

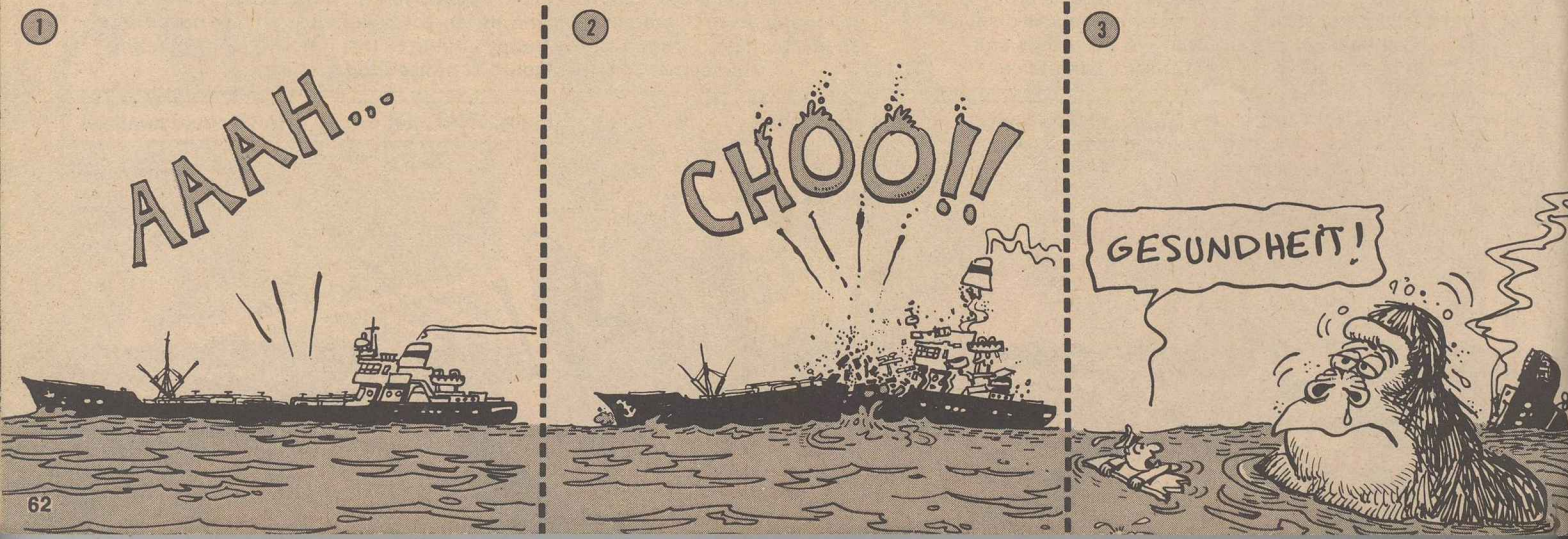
Right! THAT, not even a **SHARK** could **swallow!**

KONG-TWO DEPT.

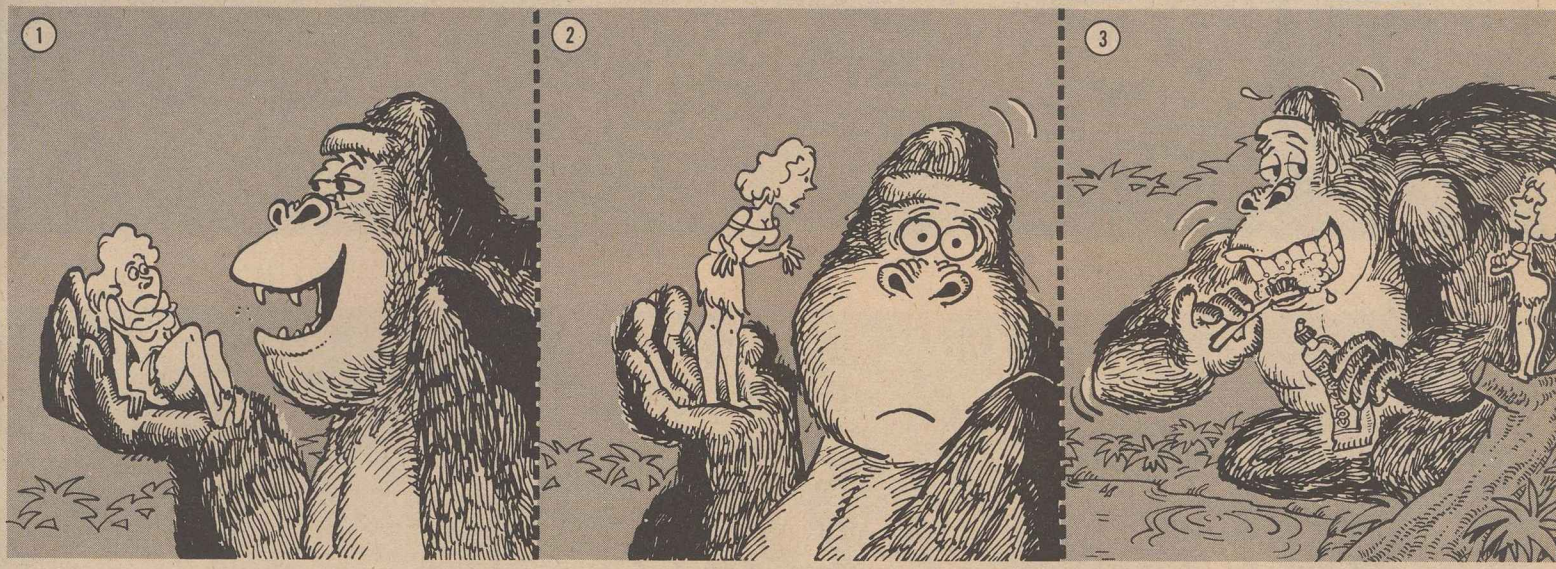
A MAD LOOK



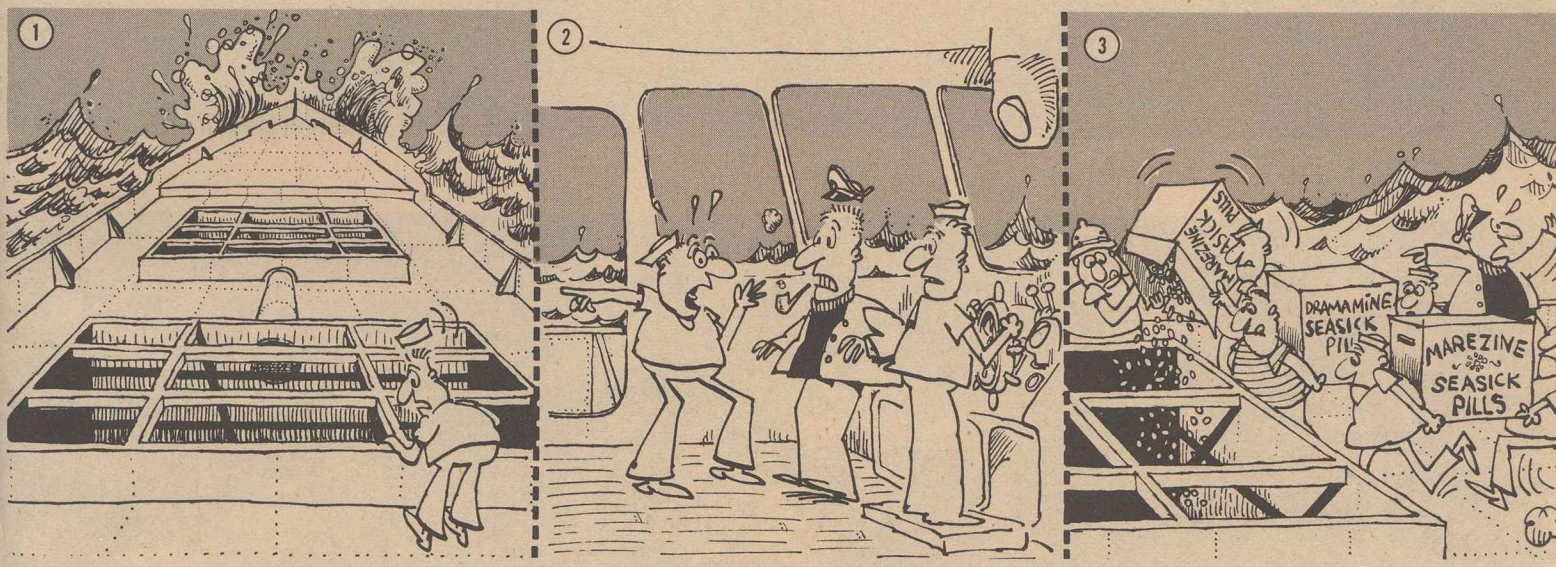




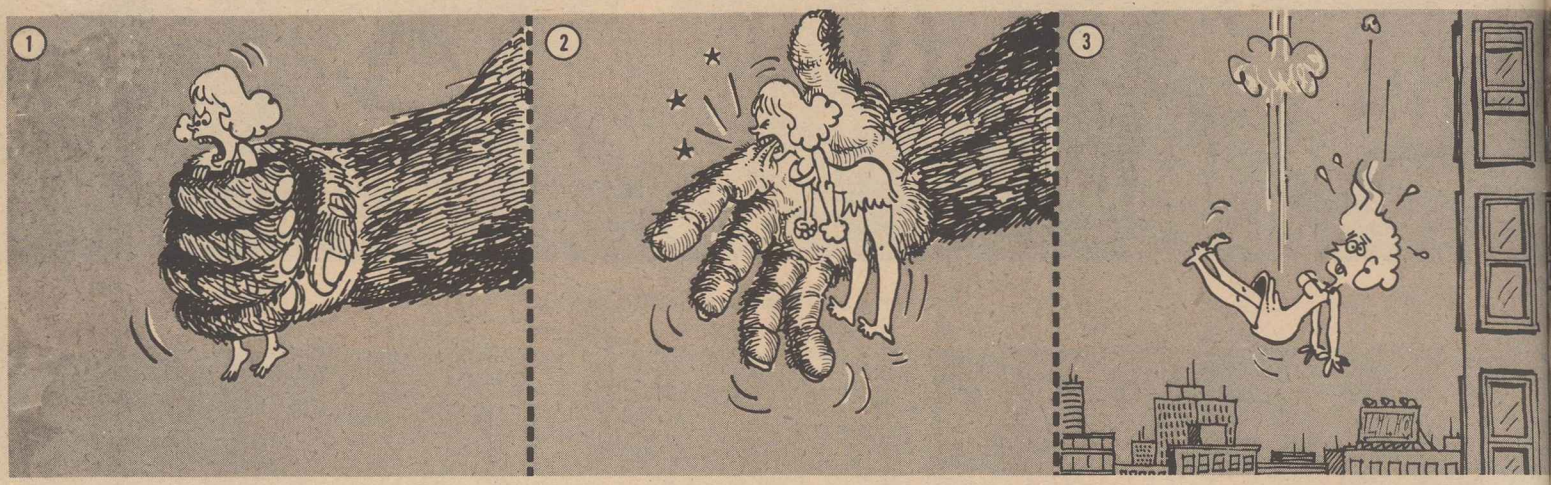
AT KING KONG



ARTIST & WRITER: SERGIO ARAGONES



1
2
3
BAR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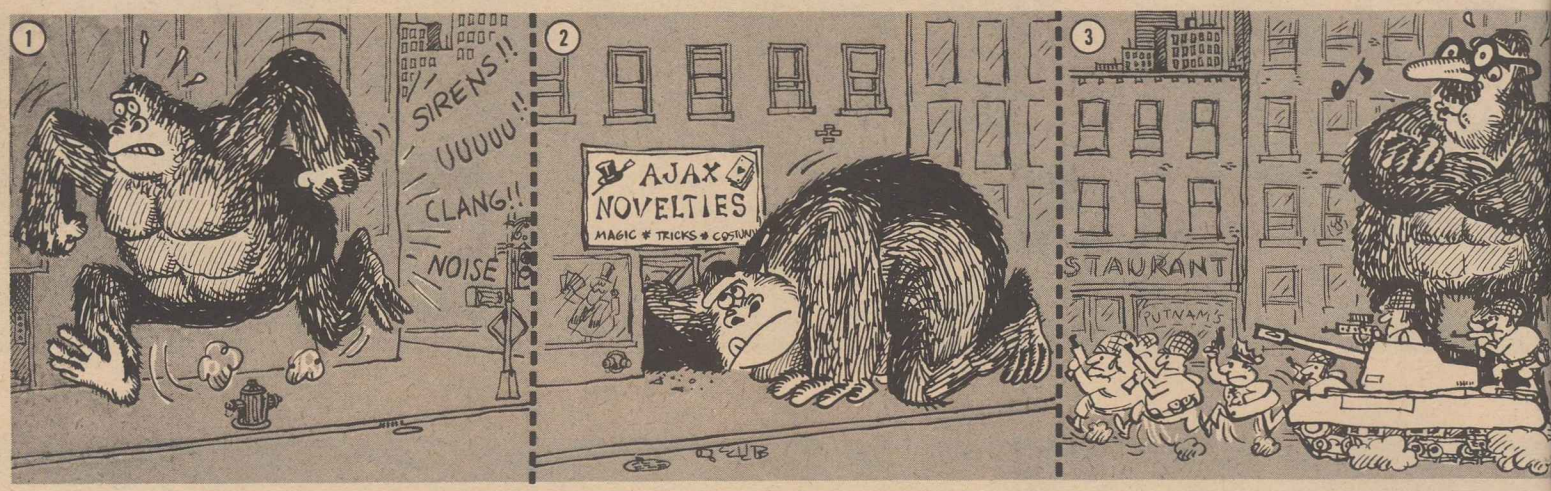
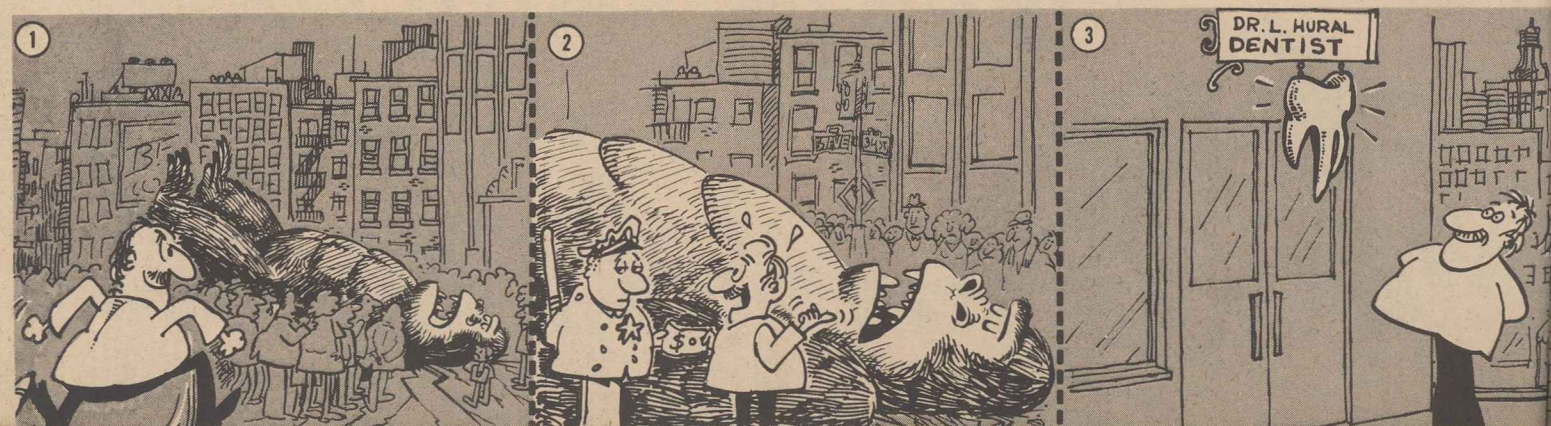

1
SIRENS!!
UUUUU!!
CLANG!!
NOISE
2
AJAX
NOVELTIES
MAGIC * TRICKS * COSTUM
3
STAURANT
PUTNAM'S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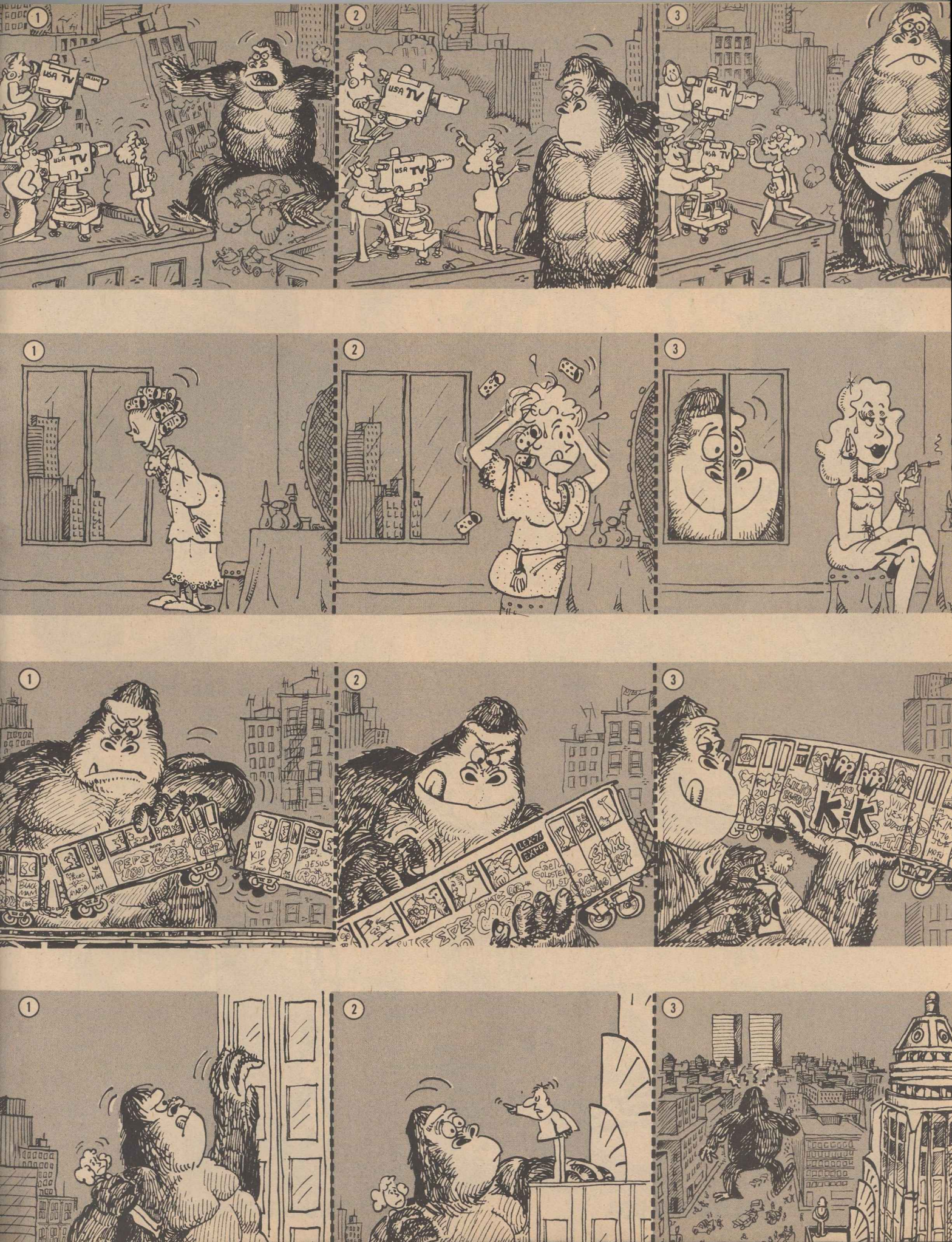
DR. L. HURAL
DENTIST

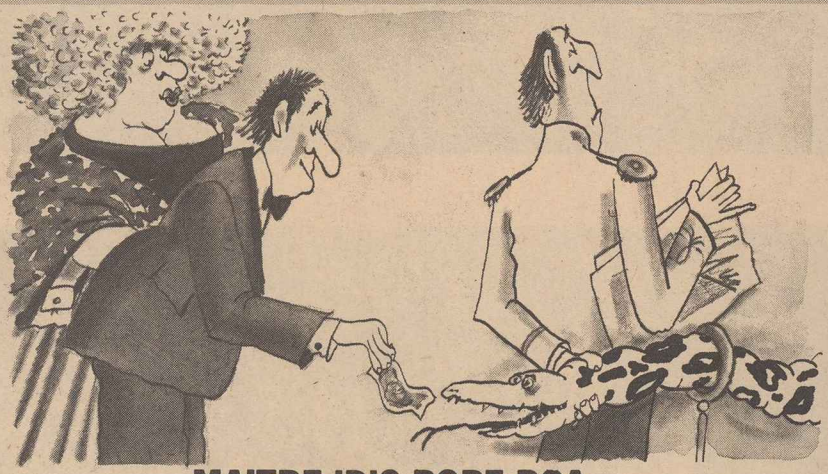

USA TV
PEPSI
KID
JESUS
K-K

SNAKING DO DEPT.

FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICTORS HAVE GROWN TO UNMA

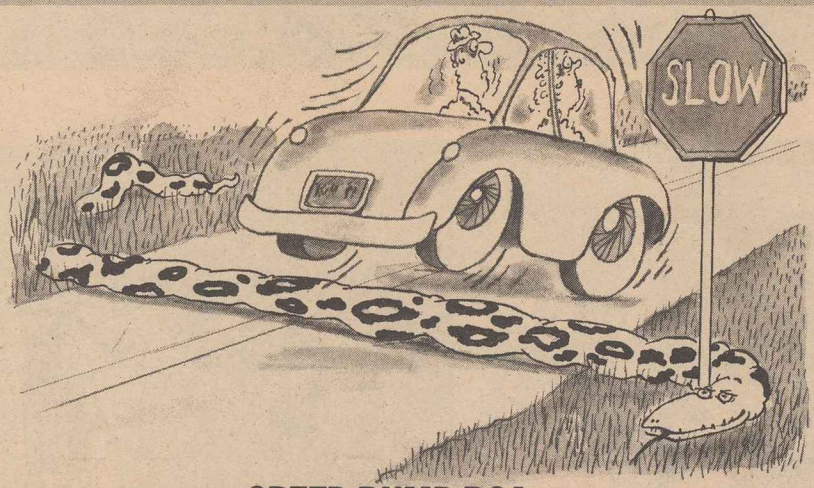
OTHER USES FOR PET

WRITER AND ARTIST

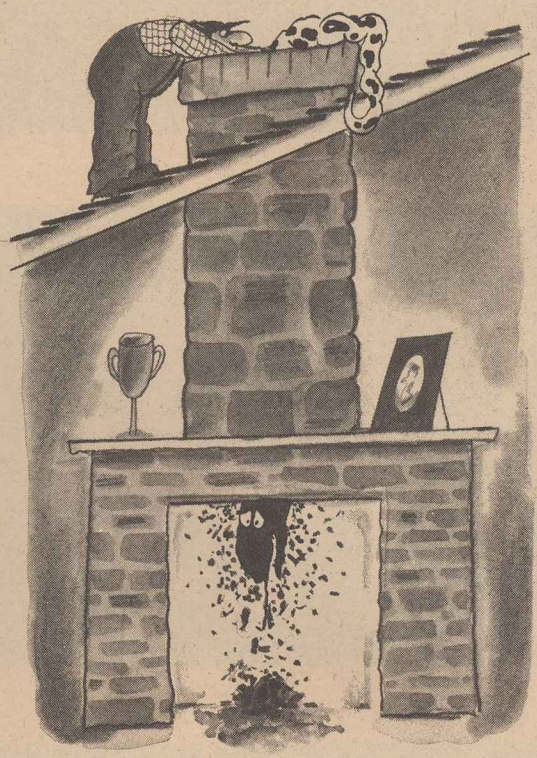


MAITRE 'D'S ROPE BOA

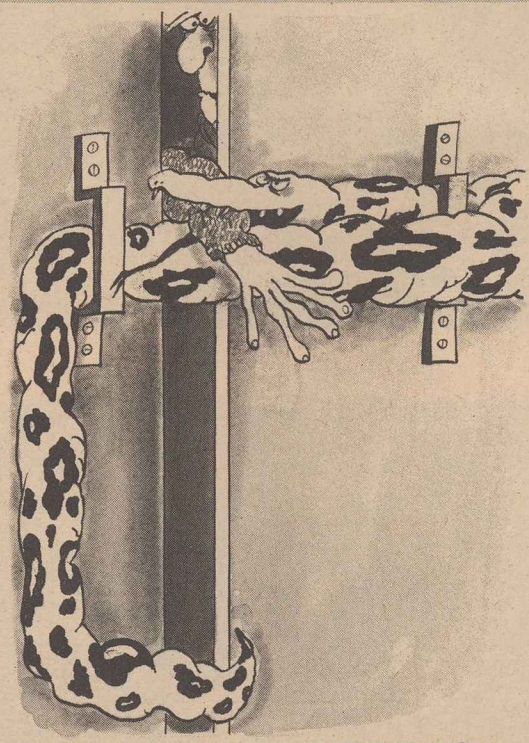
BAR RAIL BOA



SPEED BUMP BOA



FLUE CLEANER BOA

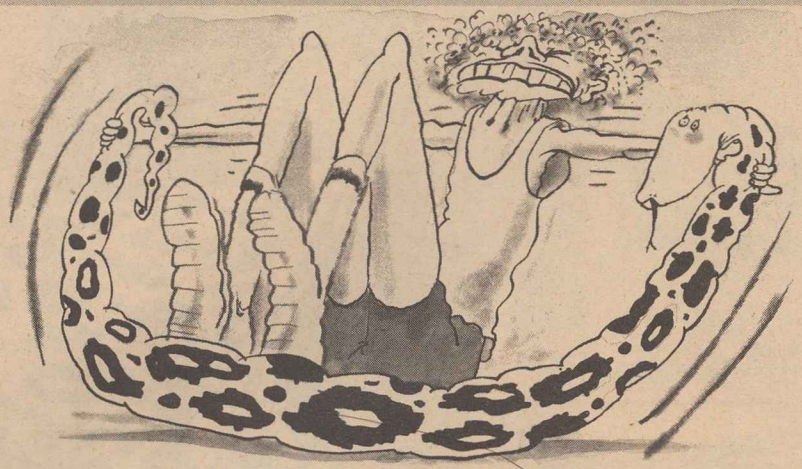


BURGLAR-PROOF BOLT BOA

GEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

BOA CONSTRICTORS

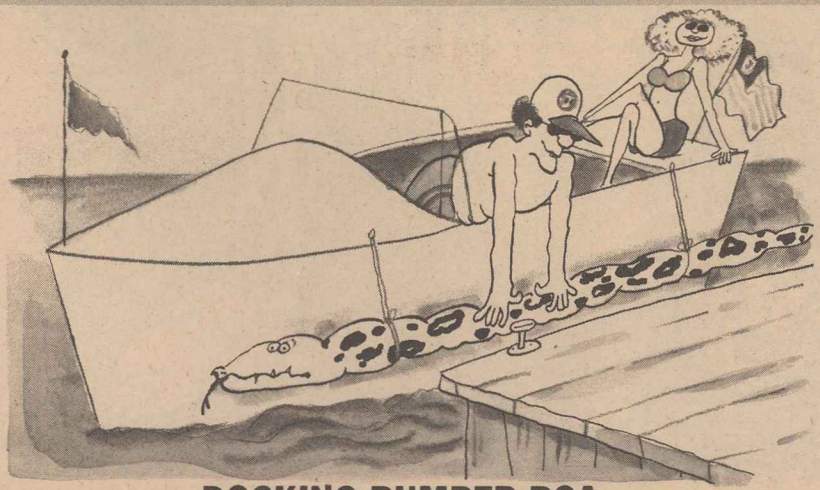
PAUL PETER PORGES



NAUTILUS EXERCISER BOA

UMBRELLA STAND BOA

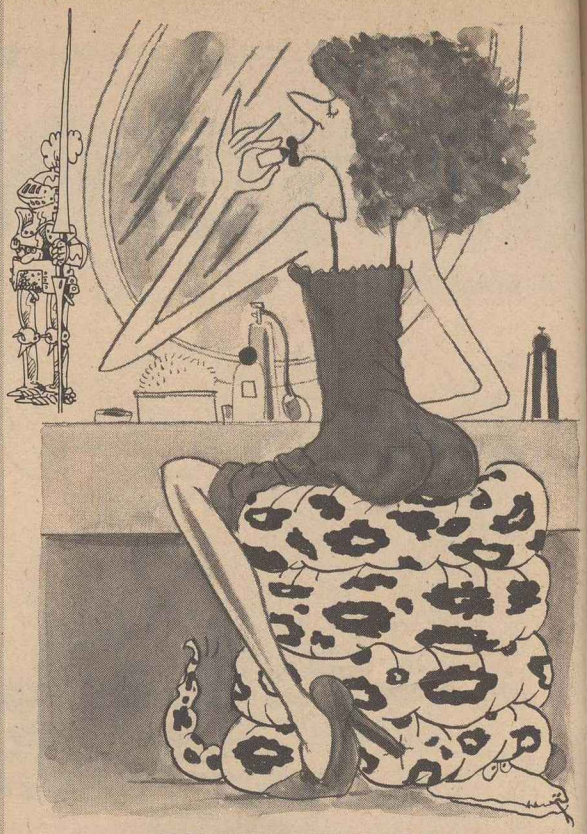
INDUSTRIAL-SIZED PIZZA ROLLER BOA



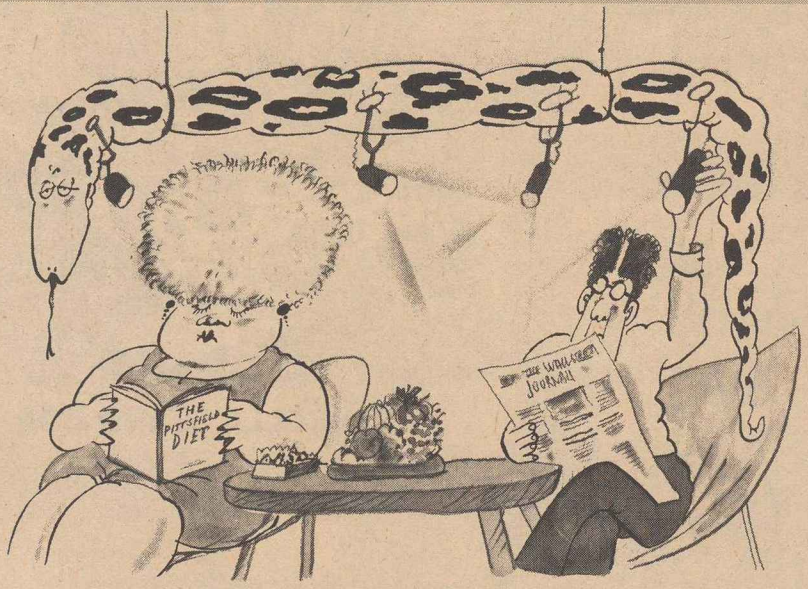
DOCKING BUMPER BOA

LIGHT BULB REMOVER BOA

WEATHER STRIP BOA



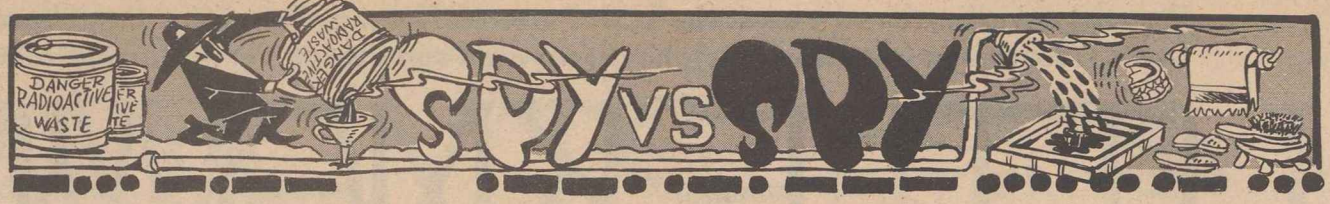
VANITY POUF BOA

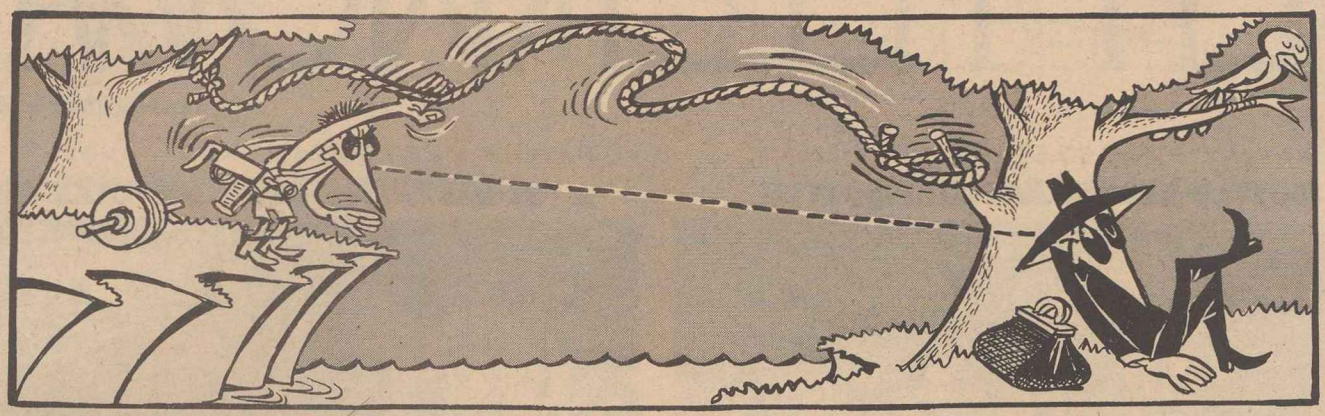


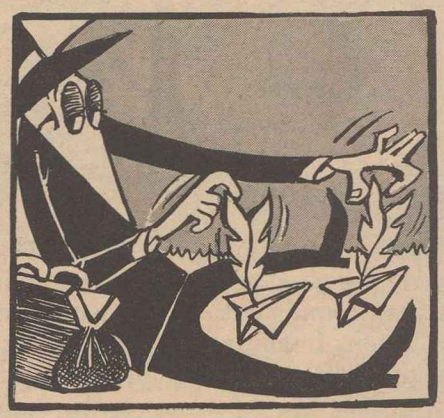
TRACK LIGHTING RAIL BOA

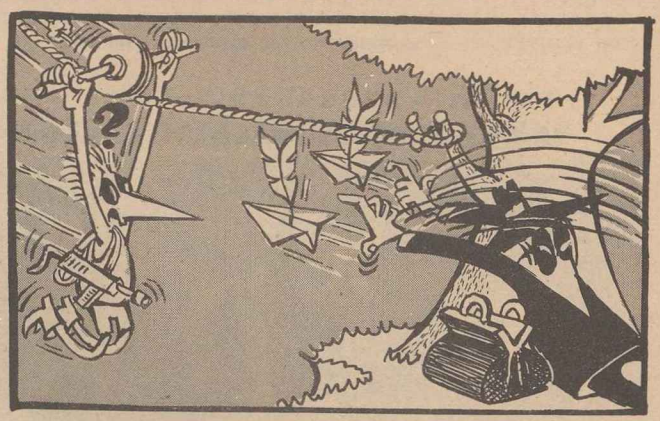
FIREMAN'S POLE BOA

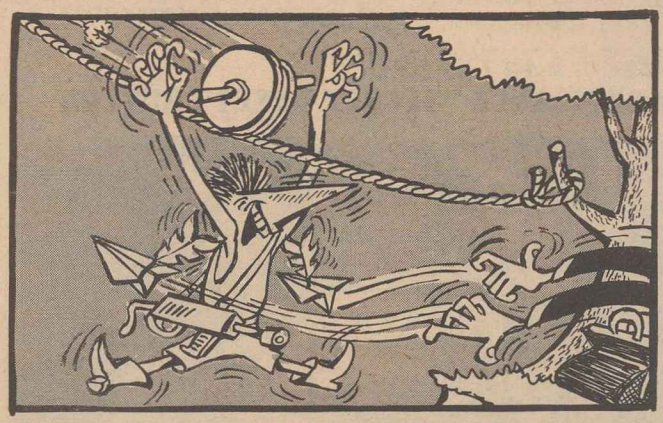
ROTO-ROOTER BOA

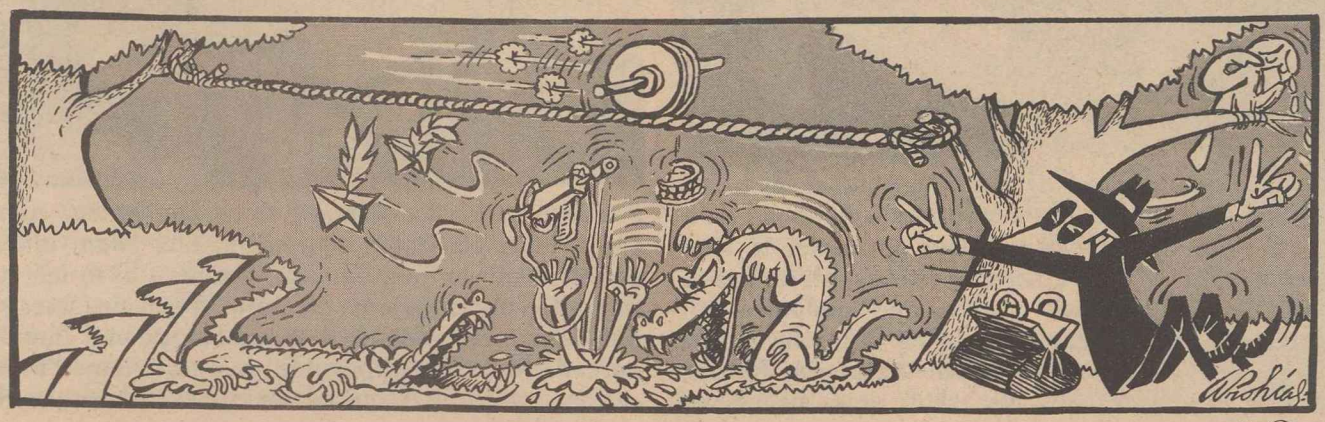

DANGER
RADIOACTIVE
WASTE
SPY VS SPY











Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

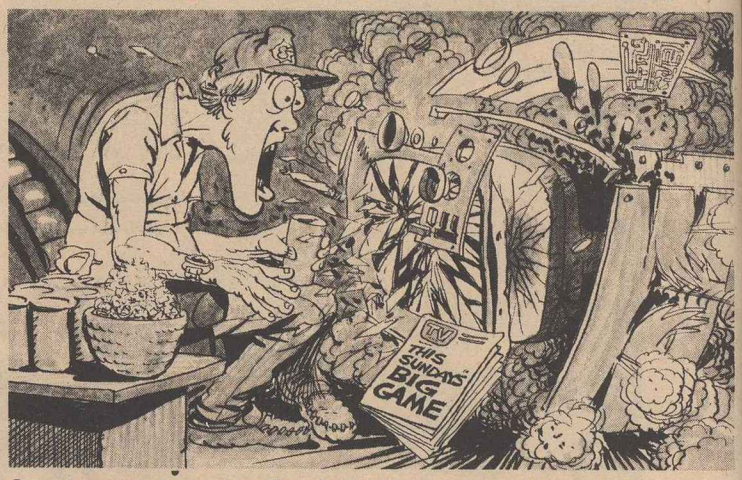
BOTTLE-NECKED KETCHUP BOTTLE

A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.
(A SECRET DIVISION OF THE HEINTZ KETCHUP CO.)

PATENT #26789345

A "91-DAY"/"366-DAY" COMPUTER CHIP

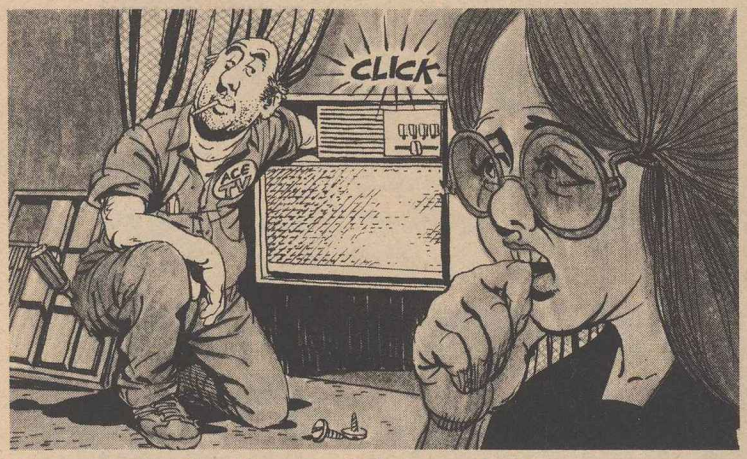


Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED-DESTRUCTION CO.
(SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY)

PATENT #34777890

AN APPLIANCE "SECRET RESET" BUTTON

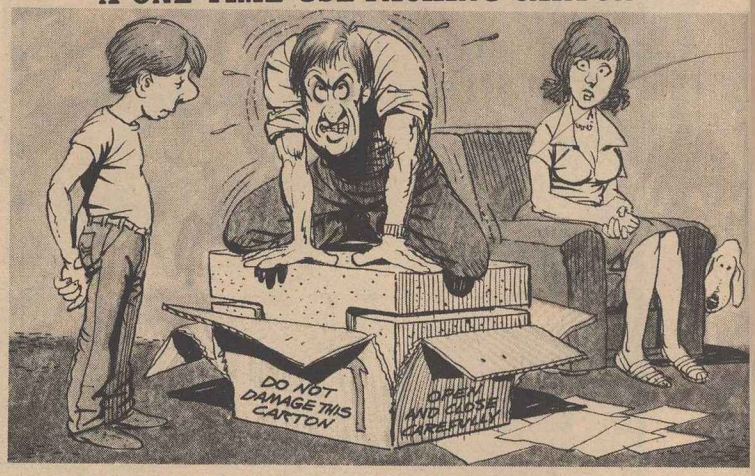


An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many $25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #37889321

A ONE-TIME-USE PACKING CARTON



An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be repacked. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.
(SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY)

across some strange patents that are secretly held by even stranger people and corporations. We'll show you exactly what he found with this MAD collection of

PATENTS... AND THE PATENTS' HOLDERS

WRITER: DICK DE BARTOLO

PATENT #28459034

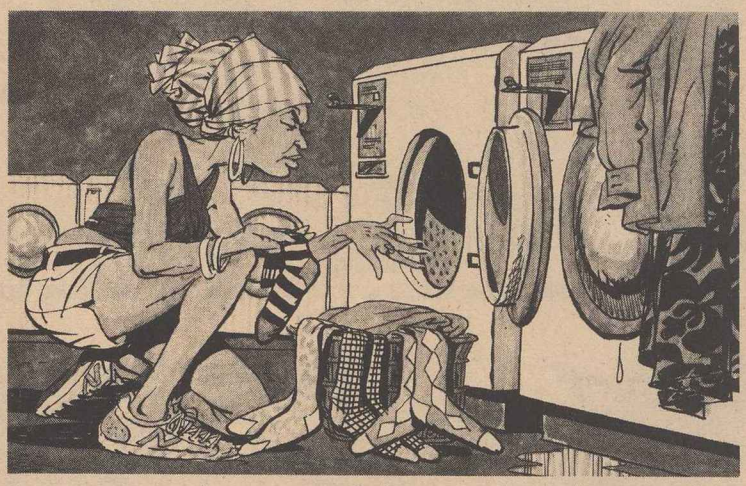
A PRE-STRESSED SHOPPING BAG

A shopping bag designed and manufactured in three "break strengths." Supermarket baggers can soon become familiar with which bag to use with which groceries. Construction of bag insures that shopper will be off the premises when bag breaks and glass goods shatter when they hit ground.

PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N.
(ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC.)

PATENT #31589037

AN AUTOMATIC SOCK-LOSING DRYER



A coin-operated commercial dryer, such as those used in laundromats and apartment laundry rooms. Automatically loses one sock out of every four pairs placed inside. If more than four pairs are dried, electronic sensor easily separates and loses two socks—from two different pairs.

PATENT HELD BY APEX COIN OPERATED DRYERS, INC.
(A DIVISION OF AMALGAMATED SOCK MANUFACTURERS)

PATENT #40400034

AN ERRATIC-BEHAVING SODA MACHINE

A specially designed soda vending machine that guarantees the customer will not get what he pays for 30 percent of the time. But malfunctions are so "random", he will never catch on. Includes dispensing of: just soda—no cup, just cup—no soda, no syrup—plain carbonated water, no carbonated water—just syrup, no ice—just soda, no soda—just ice, half a cup of soda or ice, etc. 28 variations in all.

PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.
(SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY)

PATENT #42349876

A SLOWLY-DISSOLVING PUTTY-LINER

A chemically formularized putty that can be used by auto manufacturers in and around doors, bumpers, grills—just about any place two metal surfaces touch. Putty slowly evaporates as car ages, causing squeaks, rattles and other irritating noises which brings customers back to the auto dealer for expensive repairs, or better yet, a new model.

PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.
(LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS)

POINT OF YOU DEPT.

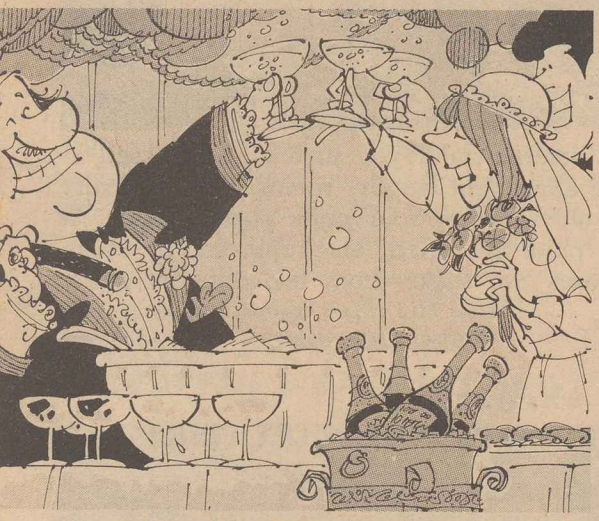
A MAD GUIDE TO... WHAT'S CUTE...

ARTIST: PAUL COKER

Girl Scouts are cute!

Girl Scouts selling cookies are not!

Precocious kids on TV are cute!



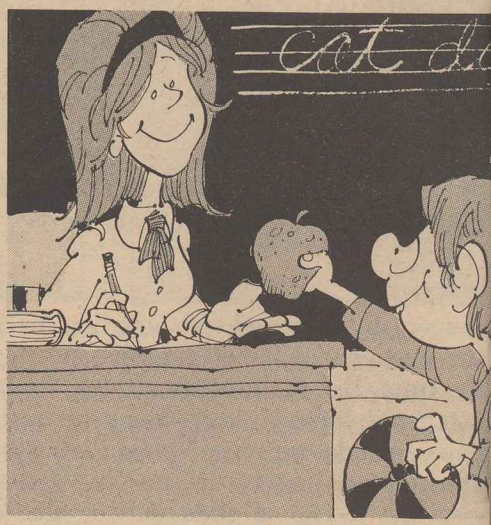
Your daughter's first wedding is cute!

Her fourth wedding is not!

Cats are cute!

Your little daughter dressing up in Mom's clothes is cute!

Your grown-up son dressing up in Mom's clothes is not!

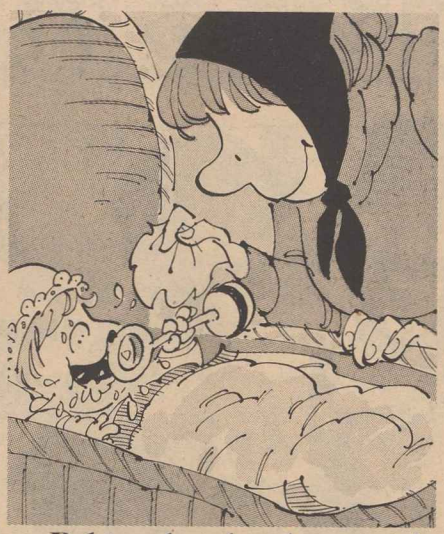


Your son's crush on his second grade teacher is cute!

AND WHAT'S NOT

WRITER: MARK DRESSLER

Precocious kids at home are not!

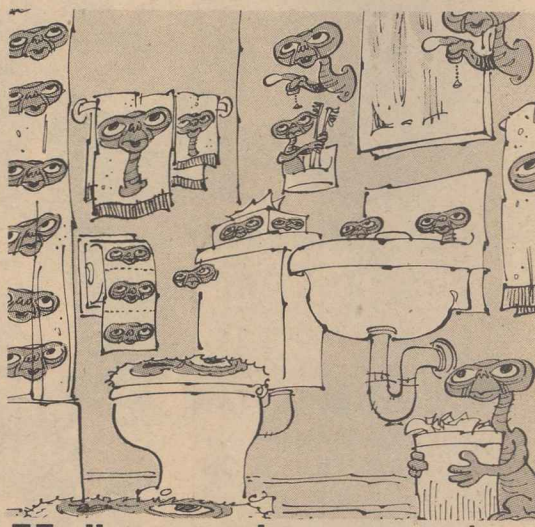


Babies that drool are cute!

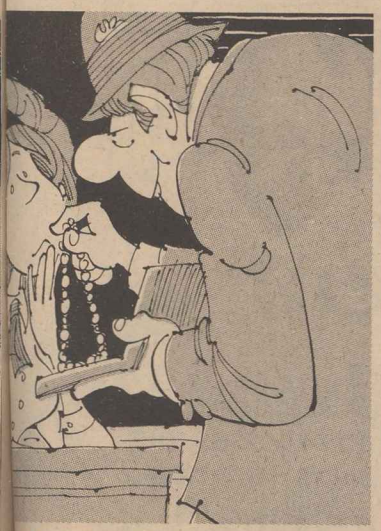
Grown men who drool are not!

People who adore cats are not!

E.T. in the movie was cute!

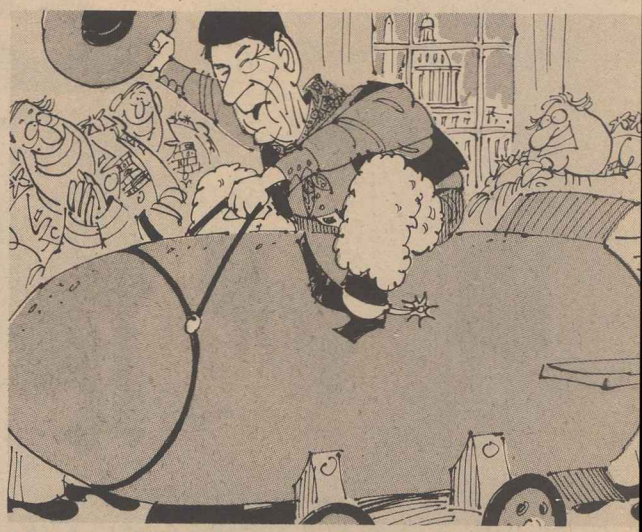


E.T. all over your house was not!



Your husband's crush on the same teacher is not!

Playing "Cowboys and Indians" when you're a kid is cute ...!

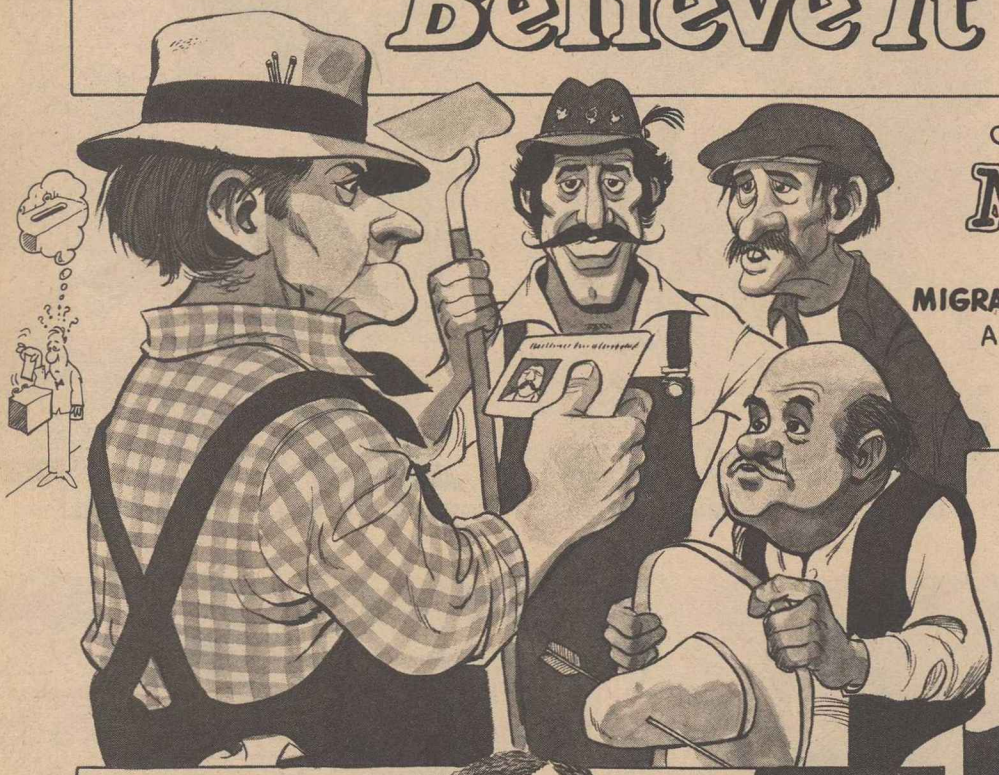


Playing "Cowboys and Indians" when you're President of the U.S. is not!

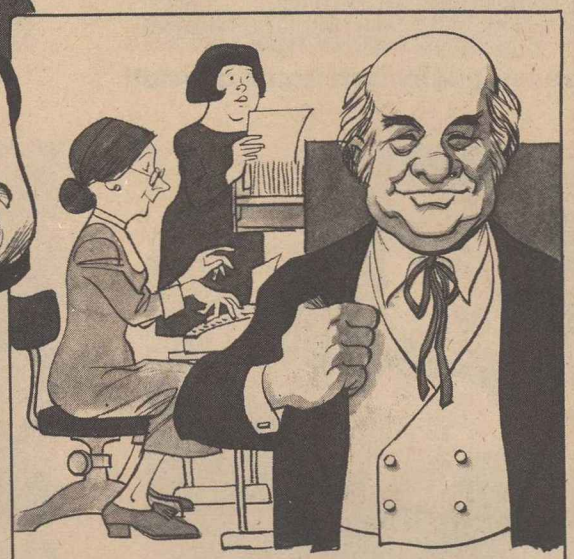
MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

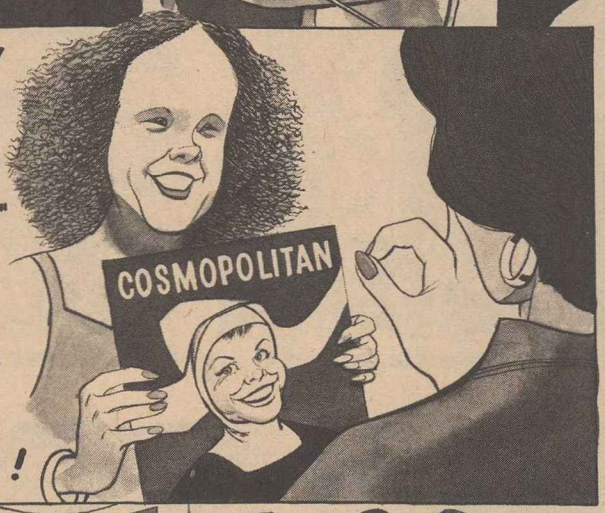


CALIFORNIA FRUIT GROWER **Myron Formish** PAYS ALL OF HIS **MIGRANT WORKERS THE MINIMUM WAGE** AND CAREFULLY INSPECTS THEIR **CITIZENSHIP PAPERS** BEFORE HIRING THEM!

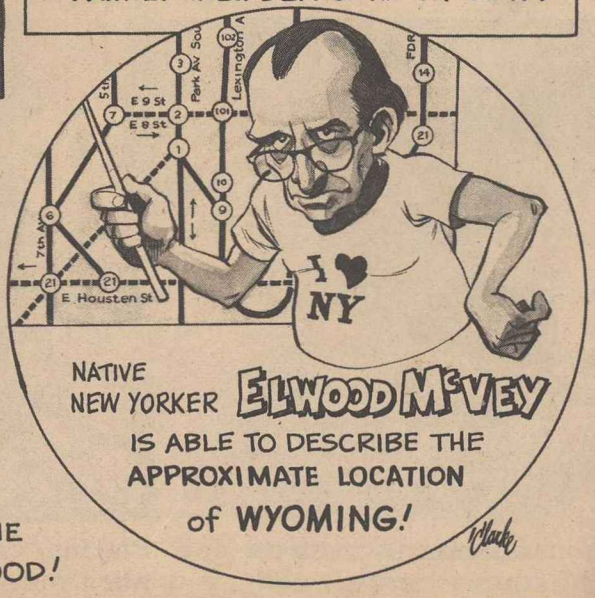


U.S. CONGRESSMAN **EMIL ZAFF** EMPLOYS ONLY **TWO PEOPLE** ON HIS STAFF... *NEITHER OF WHOM IS A* ***FAMILY MEMBER*** *OR AN* ***IN-LAW!***

HELEN GURLEY BROWN ONCE OKAYED AN ISSUE OF **"COSMOPOLITAN"** CONTAINING NO ARTICLES ON **SEX** AND FEATURING A **COVER GIRL** DISPLAYING **NO CLEAVAGE!**



A **BLOCK PARTY** WAS ORGANIZED BY THE RESIDENTS OF AN **EXCLUSIVE CLEVELAND SUBURB** TO WELCOME THE **FIRST BLACK FAMILY** TO MOVE INTO THE NEIGHBORHOOD!



NATIVE NEW YORKER **ELWOOD McVEY** IS ABLE TO DESCRIBE THE **APPROXIMATE LOCATION** of **WYOMING!**

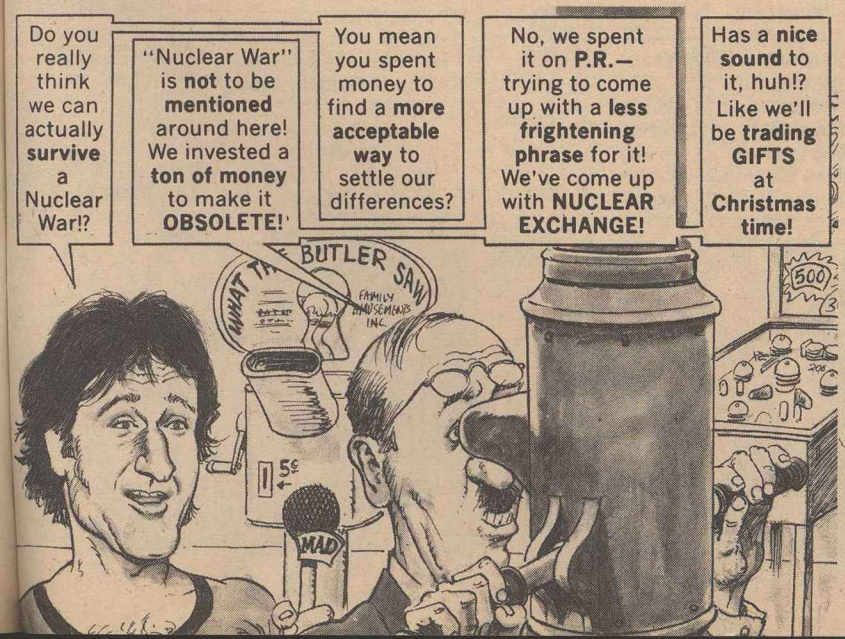
NAH-NUKE, NAH-NUKE! DEPT.

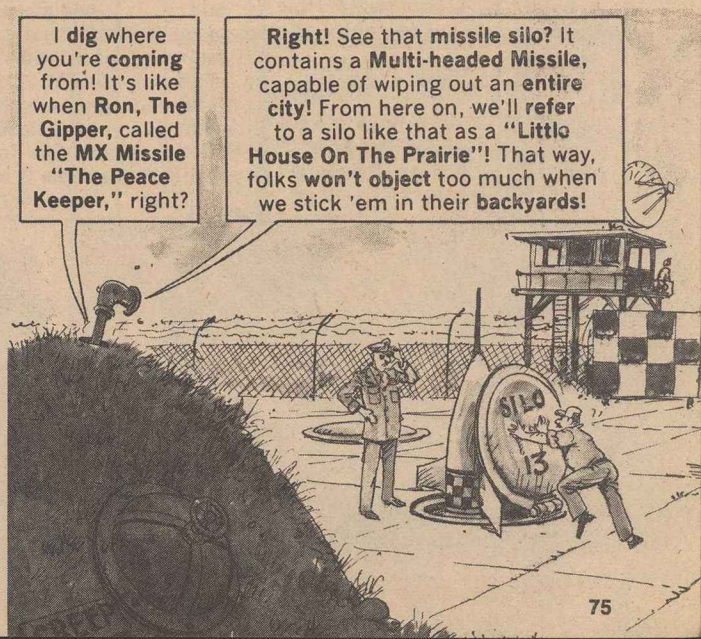
Nanoo, Nanoo! Hi, I'm **Rubin Willyums!** No, this **isn't** a re-run of **"Muck and Windy"!** The scripts on **that** show made a lot more **sense** than the stuff you're about to hear in **this** interview...which the Editors of MAD felt needed somebody **REALLY spaced out** to conduct! And since **I'M** from outer space—or **was** until I was **cancelled**—I got the job! Job being—to interview one of the people responsible for **evacuating us** in case of **NUCLEAR ATTACK!** Meet **Mr. Mirv Dumesdey,** who's been chosen as **MAD's**

C·R·E·E·P·* OF THE YEAR

(*Crisis Relocation Emergency Evacuation Planner)

ARTIST: HARRY NORTH WRITER: LOU SILVERSTONE





Are there **special plans** for protecting **important people** like the President, The Vice-President, Tom Selleck and Miss Piggy...?

Surely, you **jest!** If you're **essential**... like **me**... you're in **Category A,** and will spend the war in a **shelter** like **this**— with **basic comforts!**

Basic comforts?!? The average person doesn't live **this well** in **peacetime!**

This **isn't FOR** the average slob! This is for **VIP's!**

CAVIAR

Are the **wives** and **families** of these VIP's considered to be **essential?**

If **YOU** had a Secretary like Miss Cleavage, would **YOU** consider your wife to be essential?

How about **comedians**...?

They're classified "F"— along with **other** useless professions like artists, writers, editors, publishers and college students!

NO FALLOUT ZONE

You're **WRONG!!** You're gonna **need LAUGHS** in those shelters!

Like, how can you tell a **California Widow?**

She's the one in the **BLACK tennis outfit!** Har...har...

Or...hear about the guy who put **lemon juice** in his **Jacuzzi,** and **PUCKERED** himself to death? Har...har...

That's okay! If we **want** a few chuckles, we'll always have our **OWN clowns**... **James Watt** and **Ed Meese!**

NO FALLOUT ZONE

What will life be **like** after a Nuclear Attack? Will there be **air** to breathe? **Water** to drink? **"Monday Night Football"**...?

We intend to **keep** things **normal!** All teenagers will have to **register** for the **Draft**... and the **IRS** will be doing **business as usual!**

Shazbat!! We have to pay **TAXES** after we're **NUKED?!**

Of course!! I mean, how are we Government Workers gonna get **PAID** if you dummies don't pay your **TAXES?!**

I.R.S SHELTER

CHANNEL 13

U.S. ARMY RECRUITING STATION

CREEP

Suppose, miracle of miracles...

You mean, suppose there's **no war?!**

No, suppose I have a **tax refund!** How will I **get** it...?

Same as always... through the mail! We intend to have **mail deliveries** to **all survivors!**

Yeah, and one hell of a **Dead Letter Office, too!!**

Forget it, turkey! It's **bad enough** delivering this junk through **rain** and **snow** and **gloom of night!** Ain't **no way** I'm gonna wander around in that **radioactive crud,** lookin' for **houses** an' **people** that were **blowed away!** Here's your mail!

Hey, this mail is a **month old!**

Yeah... and that's **WITHOUT** any jivin' **NUKES!!**

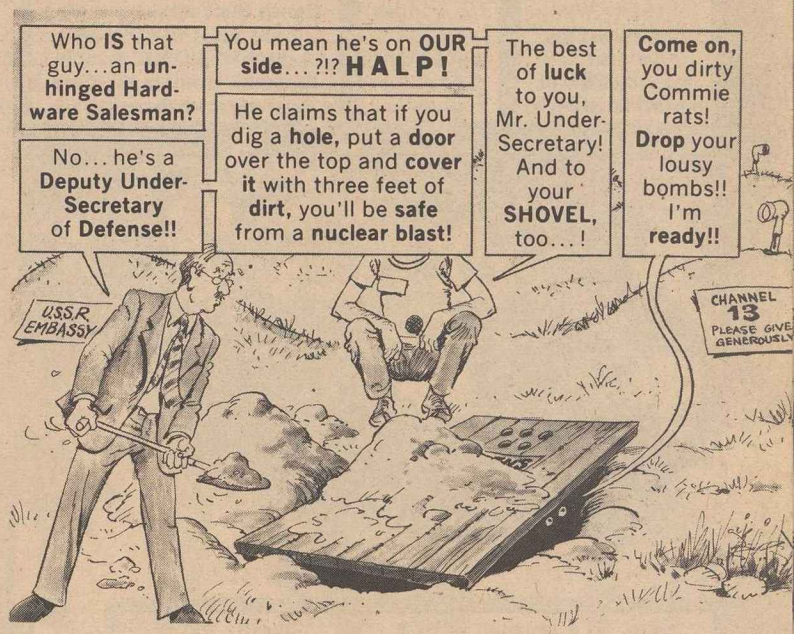
Have you got a **shovel**...??

I—I **had** one, but I think I **lost it** at the **beach!** I—I still have my **pail,** though!

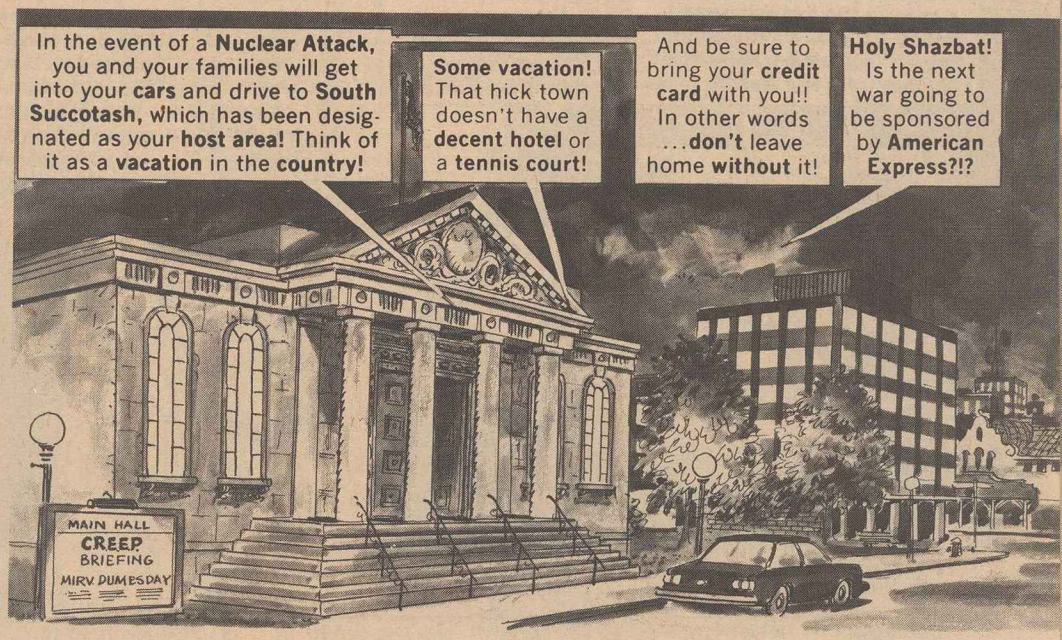
Better get a **NEW SHOVEL!** It **may** save your **LIFE** someday...!

You'll need a **screw driver,** too!
Of course I will! I can **SEE** that there are **plenty** of **screws loose** around here...!
MEN'S ROOM

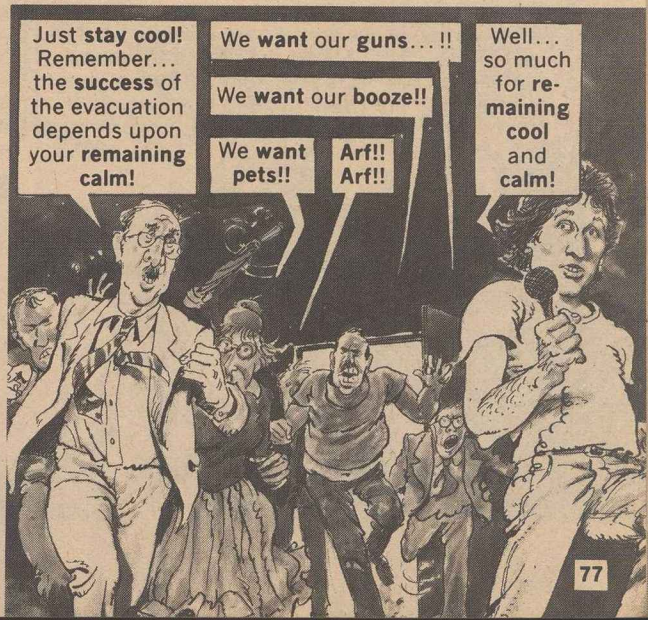
It's to take the **DOOR** off its **hinges!!**
Hey, I **know** the President wants to **cut down** on Government workers **goofing off** ...but this is **ridiculous!!**


Who **IS** that guy...an **unhinged Hardware Salesman?**
No...he's a **Deputy Under-Secretary** of **Defense!!**
You mean he's on **OUR side**...?!? **HALP!**
He claims that if you dig a **hole,** put a **door** over the top and **cover it** with three feet of **dirt,** you'll be **safe** from a **nuclear blast!**
The best of **luck** to you, Mr. Under-Secretary! And to your **SHOVEL,** too...!
Come on, you dirty Commie rats! **Drop** your lousy bombs!! I'm **ready!!**
U.S.S.R. EMBASSY
CHANNEL 13 PLEASE GIVE GENEROUSLY

Uh—if there **IS** a Nuclear Attack... **WHO's** gonna be **around** to shovel that **dirt** on the **door** for him?
He **hasn't worked out** that little detail yet! Come on ...I'm briefing a group of concerned citizens on our **evacuation plans** for their **city!**
SENIOR CITIZENS (EX-PENTAGON ONLY)


In the event of a **Nuclear Attack,** you and your families will get into your **cars** and drive to **South Succotash,** which has been designated as your **host area!** Think of it as a **vacation** in the **country!**
Some vacation! That hick town doesn't have a **decent hotel** or a **tennis court!**
And be sure to bring your **credit card** with you!! In other words ...**don't** leave home **without** it!
Holy Shazbat! Is the next war going to be sponsored by **American Express?!?**
MAIN HALL
CREEP BRIEFING
MIRV DUMESDAY

Bring along extra **food** and **clothing!** There are a few **no-no's** ...like **NO ANIMALS...**
Does **that** mean I can leave my **HUSBAND home**...and take my **cat?**
No alcoholic beverages...
If I can't bring along a **six-pack,** I'm **not going!**
...and **no firearms!!**
You **can't do that!** It's **unconstitutional!!**
I'll bet **Nancy** takes **her** teensy-weensy little gun!!


Just **stay cool!** Remember... the **success** of the evacuation depends upon your **remaining calm!**
We **want** our **guns**...!!
We **want** our **booze!!**
We **want pets!!**
Arf!! Arf!!
Well... so much for **remaining cool** and **calm!**

I have **another** little surprise for them! When they **reach** the **host area**... their **CARS** will be **IMPOUNDED!**

Shazbat!! No wonder you don't want them totin' any guns!!

Now we're going to make a **"Trial Evacuation Run"** to **South Succotash!** Our **plan** calls for it to take **five hours!** You'll find people in small towns **a lot more friendly** and **cooperative!**

Well, we **made it!** And it **only** took **TEN hours!** Lucky for us it wasn't the **RUSH HOUR**... like a **REAL-LIFE EVACUATION!!**

You ought to put up **interesting signs** for people to read along the way...

Like, **"Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"**

Or, **"Only One More Mile To Fresh Air!"**

Okay, pull over...!!

Okay, let's see your **license!**

I'm from the **Federal Government,** Officer! We're conducting a **"Crisis Relocation Test"** in case of a **Nuclear Attack!**

Sheriff, better get on **over** here! We got us a **live** one! Some **idiot** thinks that we're gonna be **NUKED!**

Okay, Buddy! Let's see you walk this **straight line!!**

I'm **perfectly sober!** I'm from the **Government,** and **South Succotash** has been selected as a **host area! Fifteen thousand people** from the **city** will be **relocated** here in case of a **Nuclear Attack!**

By God, if **any** of 'em show up around **here,** they'll get **tickets** for **trespassin'... all fifteen thousand of 'em** ...I **guarantee it!** And **here's YOURS...!!**

Well, folks... so much for **friendly** and **cooperative!!**

WELCOME TO SOUTH SUCCOTASH STRANGERS KEEP OUT!

Your local officials will be notified! We've worked out all the **details** for **relocation!**

Here's **one** detail you **forgot!** Our **sewage system** can't even handle the **two thousand people** we've got here **now!** So what in blazes are **fifteen thousand refugees** gonna do when they have to go to the **John,** eh??

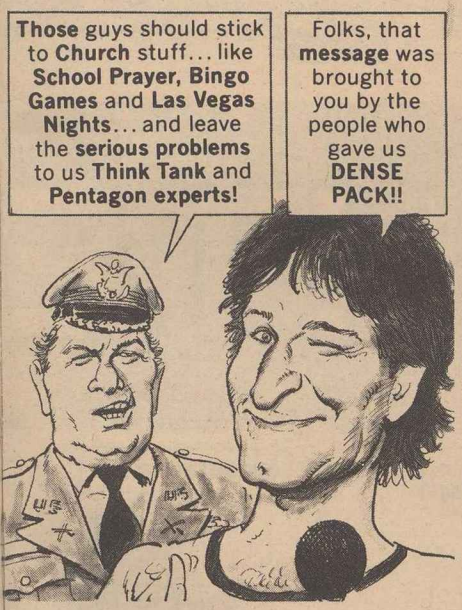
I've got it! They can all borrow **SHOVELS** from the **Under-Secretary** of **Defense!**

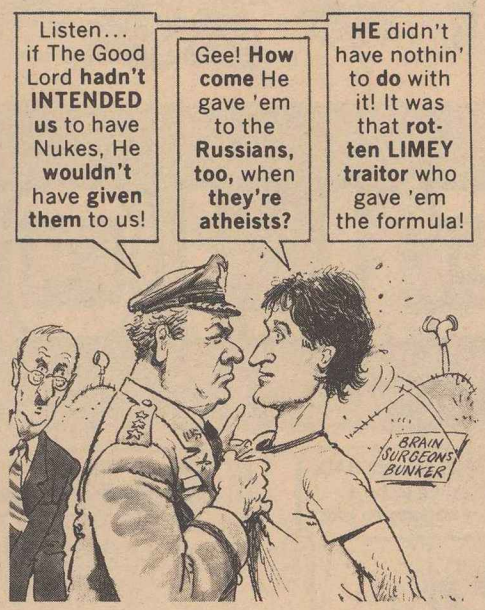
I really hate to **mention** this, but what are the **survivors** supposed to do about getting **medical treatment?**

Shelters will have **ample supplies** of medicines and medical personnel!

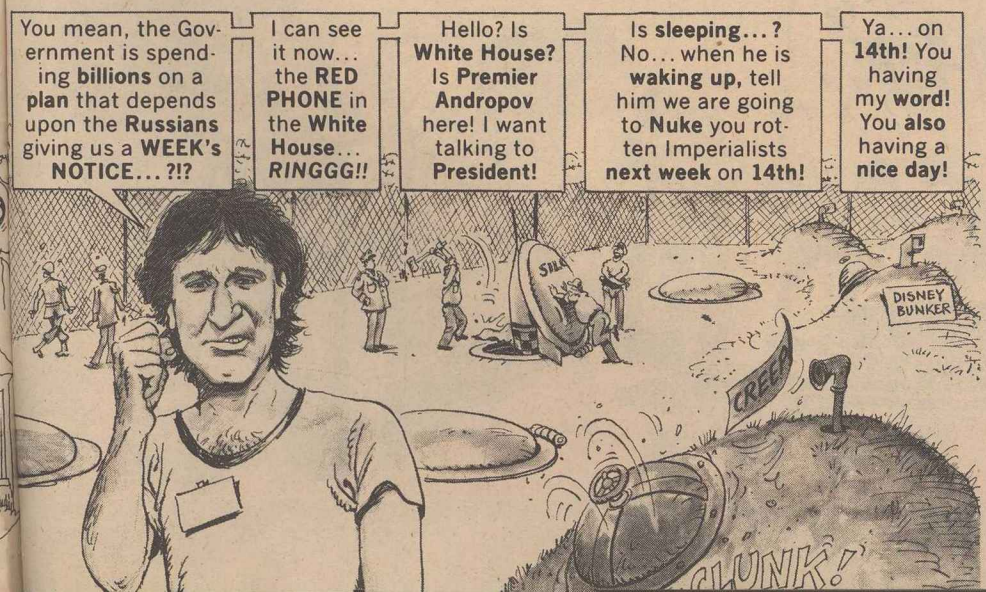
That's okay for the **VIP's**... but what about the **REST** of us?!? What are **WE** supposed to do. . **play "DOCTOR?!?**

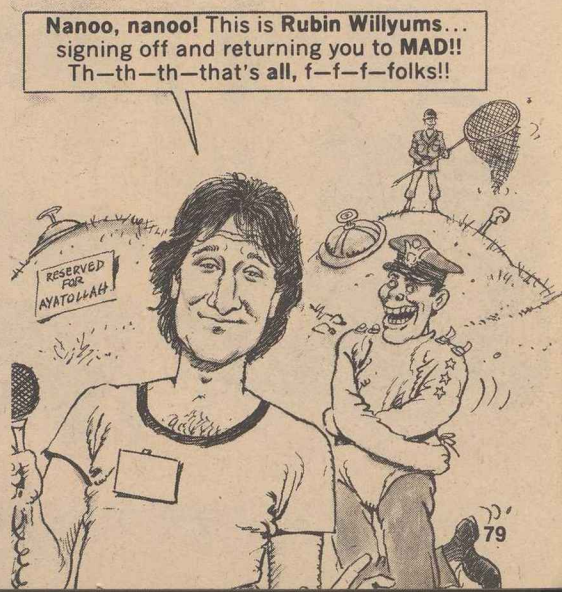
Well, our **plan** can't save **EVERYONE!** But this Administration is **deeply concerned** about saving as **many** lives as **possible!** Isn't that **right,** General Firstryke?
You **better believe it!** There's nothing more **precious** than a **human life!** We're **all God's creatures** after all!
Then **why not** build **shelters** for **EVERYBODY?!?**
You're talking about **seventy billion dollars,** boy! Do you know how many **missiles** we could **buy** with that money?!? Enough to level **Leningrad, Minsk** and half of **Moscow!!**
No wonder that so many **Bishops** and **Rabbis** and **other** religious leaders want an **immediate NUCLEAR FREEZE!**
MP
CIVILIAN SAFETY STRATEGY


Those guys should stick to **Church** stuff... like **School Prayer, Bingo Games** and **Las Vegas Nights**... and leave the **serious problems** to us **Think Tank** and **Pentagon experts!**
Folks, that **message** was brought to you by the people who gave us **DENSE PACK!!**

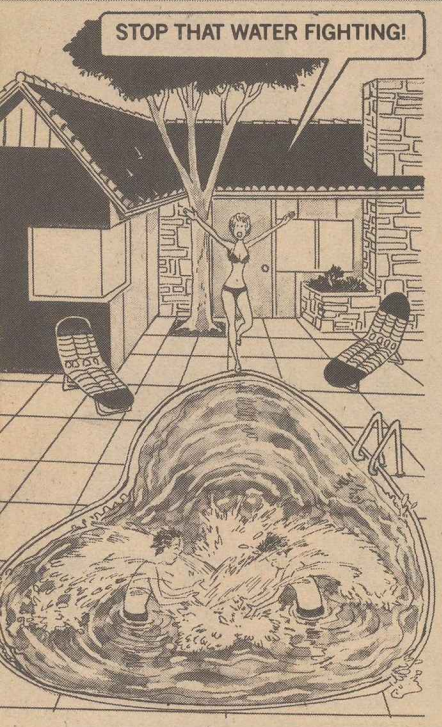

Listen... if The Good Lord **hadn't INTENDED us** to have Nukes, He **wouldn't** have **given them** to us!
Gee! **How come** He gave 'em to the **Russians, too,** when **they're atheists?**
HE didn't have nothin' to **do** with it! It was that **rotten LIMEY traitor** who gave 'em the formula!
BRAIN SURGEONS BUNKER

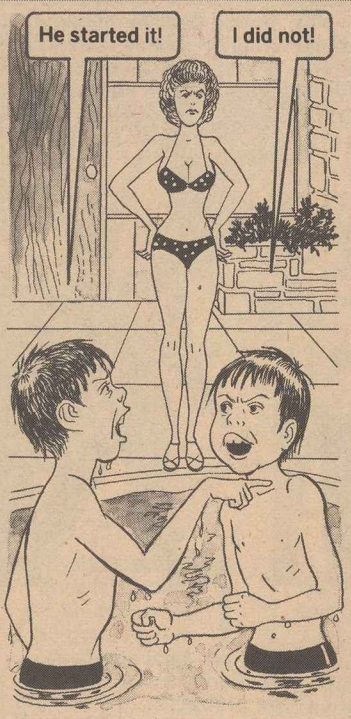
One last question! **When** will your Relocation Plan be **ready??**
Our **target date** is **1990!**
Shazbat!! I think I'll get myself a **SHOVEL!!**
And **then,** if we get some **decent weather,** it'll only take us a **week** to put the Evacuation Plan into **action!!**
CUCKOO'S NEST
U.N.
MP
FIRSTRYKE


You mean, the Government is spending **billions** on a **plan** that depends upon the **Russians** giving us a **WEEK's NOTICE... ?!?**
I can see it now... the **RED PHONE** in the **White House...** *RINGGG!!*
Hello? Is **White House?** Is **Premier Andropov** here! I want talking to **President!**
Is **sleeping...?** No... when he is **waking up,** tell him we are going to **Nuke** you rotten Imperialists **next week** on **14th!**
Ya... on **14th!** You having my **word!** You **also** having a **nice day!**
DISNEY BUNKER
CREEP
CLUNK!


Nanoo, nanoo! This is **Rubin Willyums**... signing off and returning you to **MAD!!** Th—th—th—that's **all,** f—f—f—folks!!
RESERVED FOR AYATOLLAH

SQUABBLING

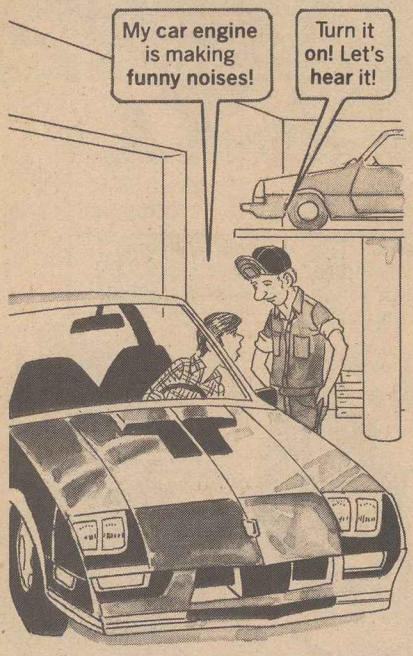


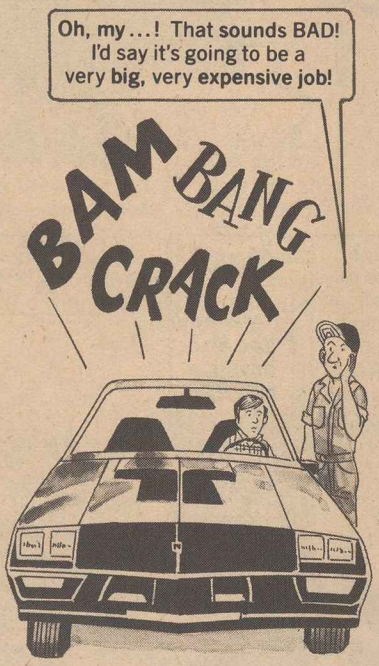


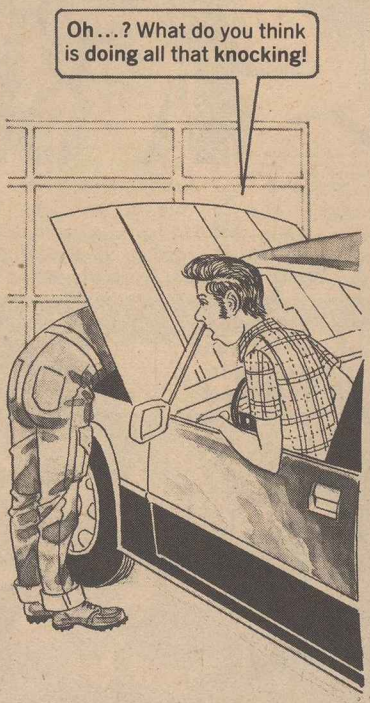
BERG'S-EYE VIEW DEPT.

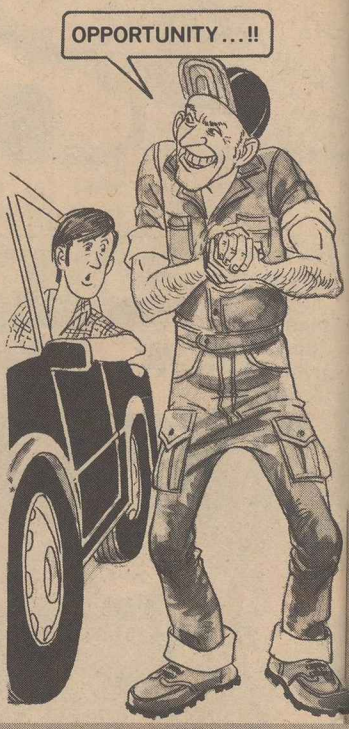
THE LIGHTE

AUTOMOBILE REPAIRS

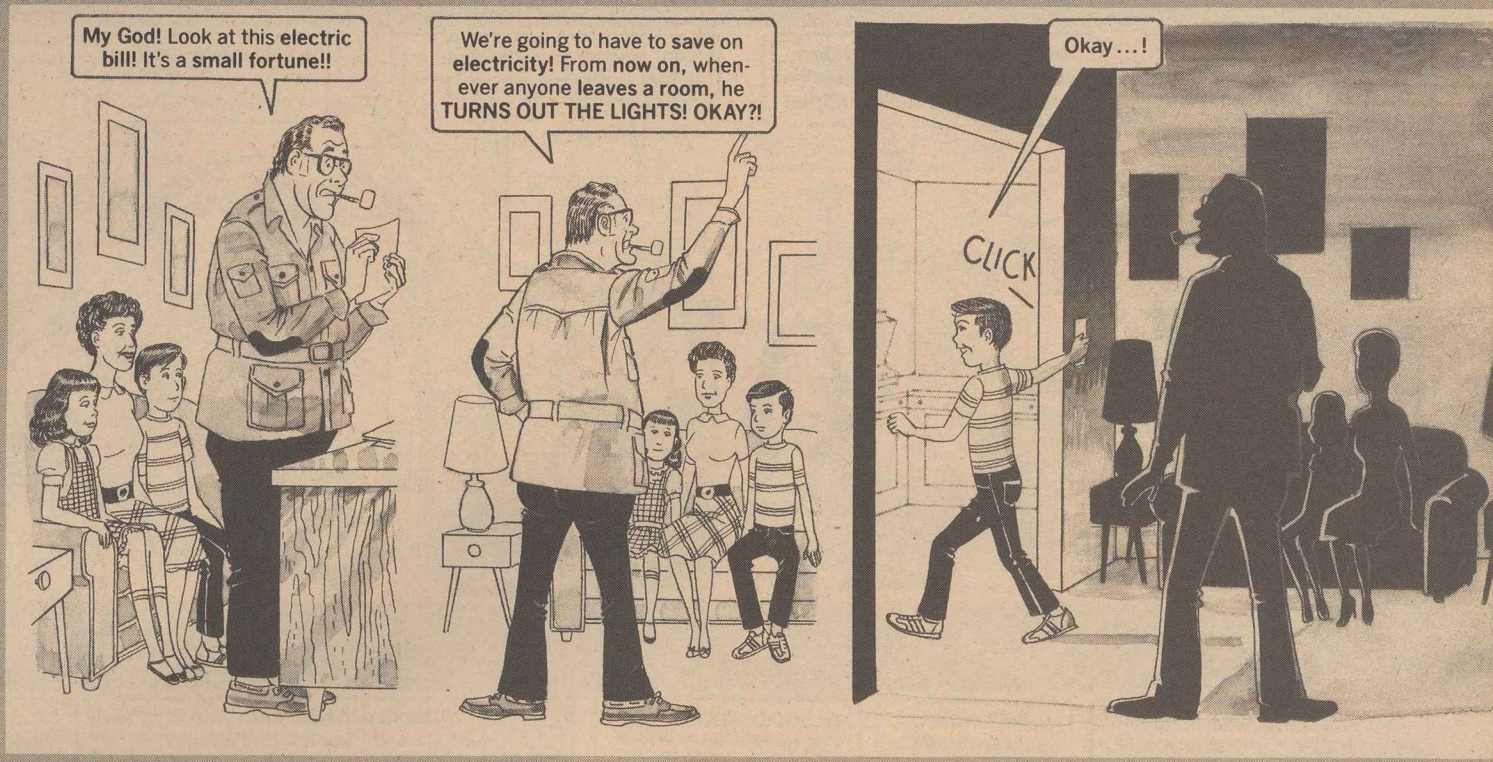








ECONOMIZING

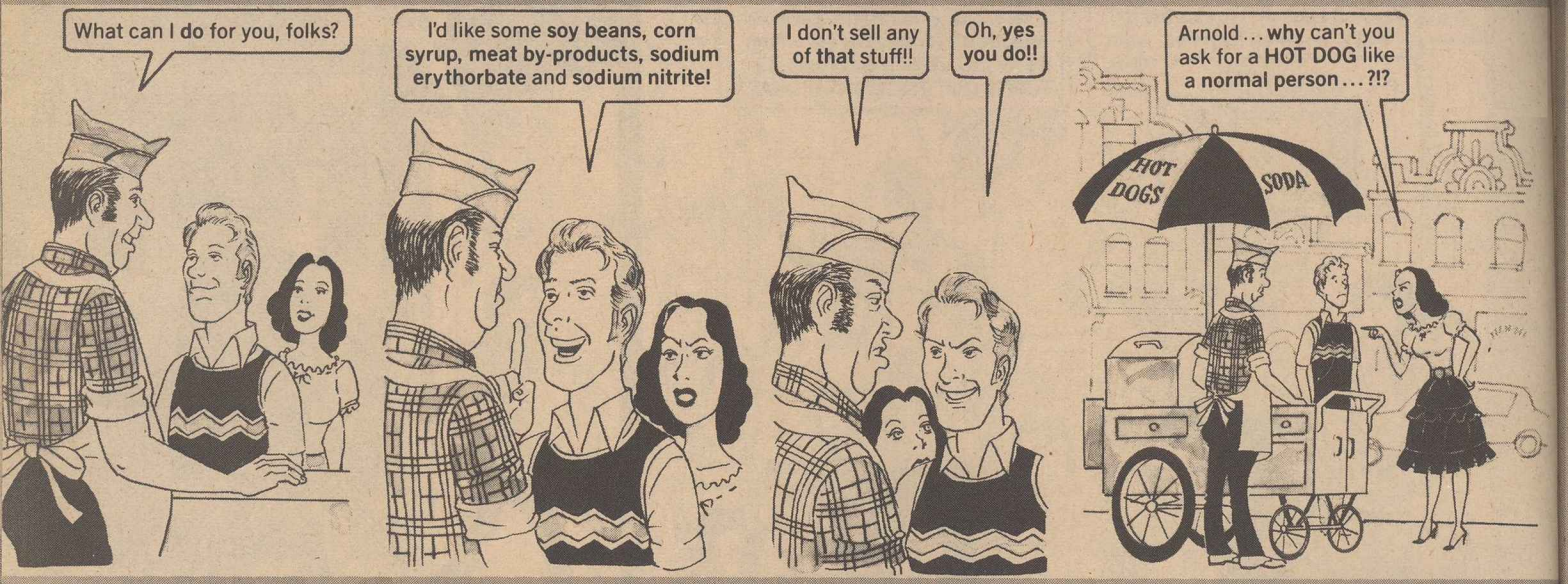


R SIDE OF...

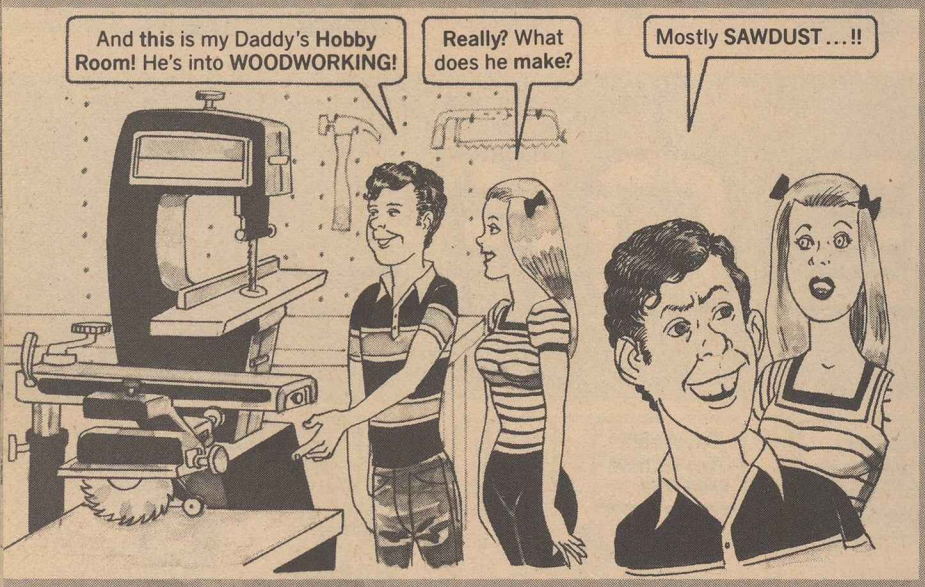
ARTIST & WRITER:
DAVE BERG

PETS

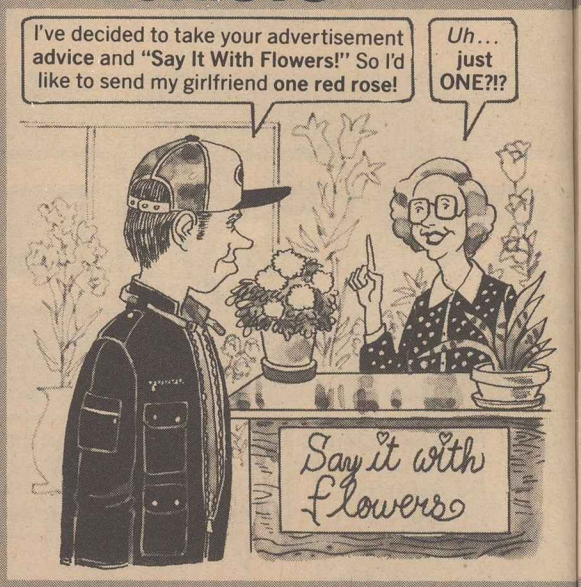
PROPER NAMES



HOBBIES

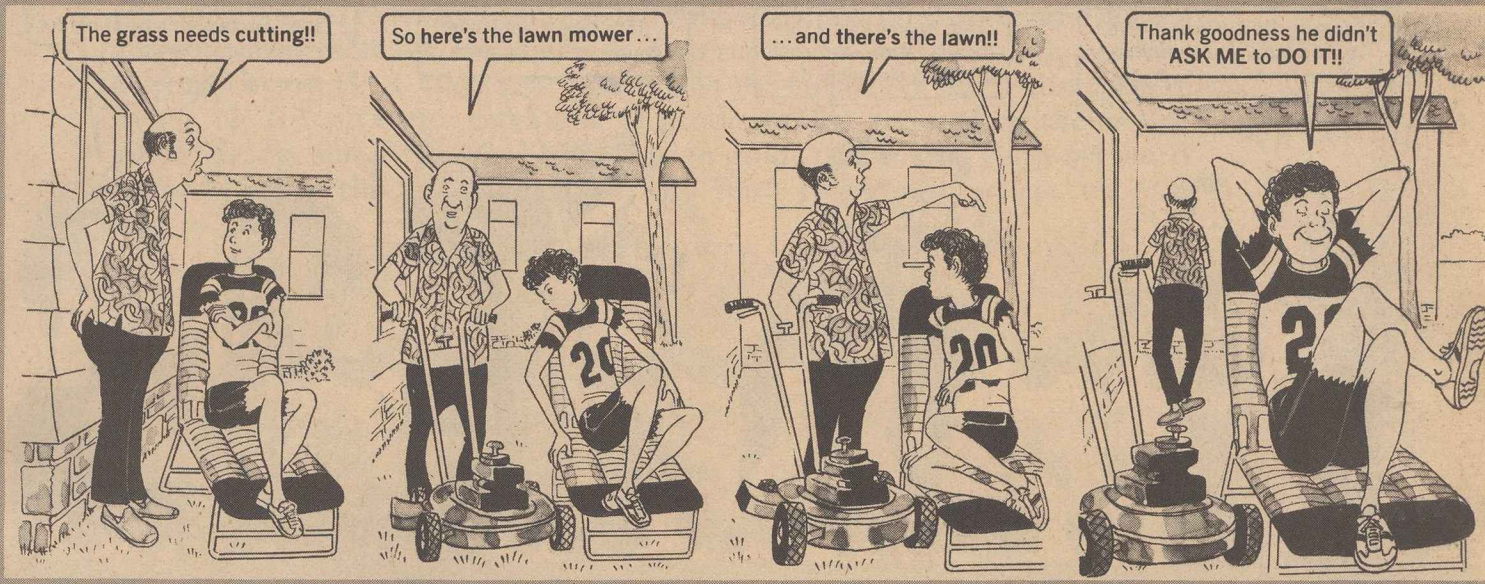


FLORISTS

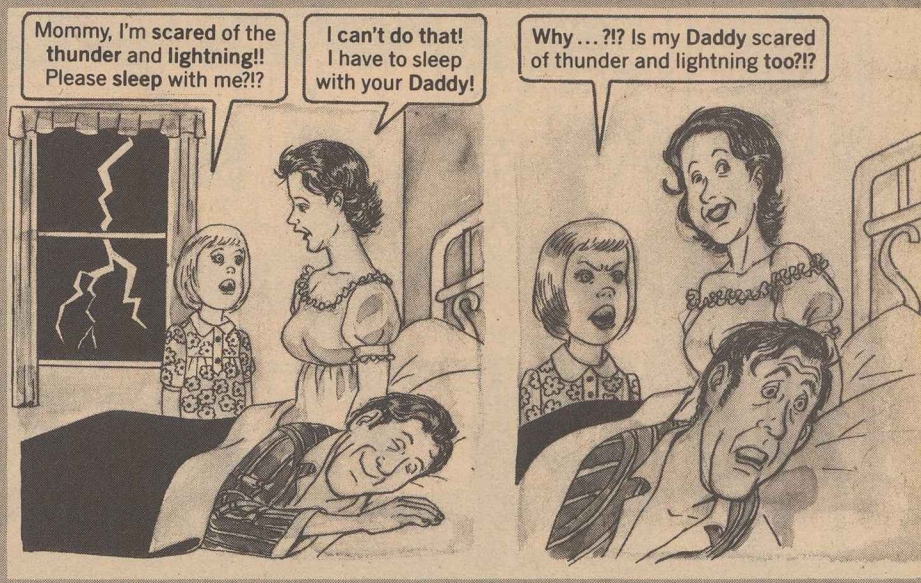


DINING OUT

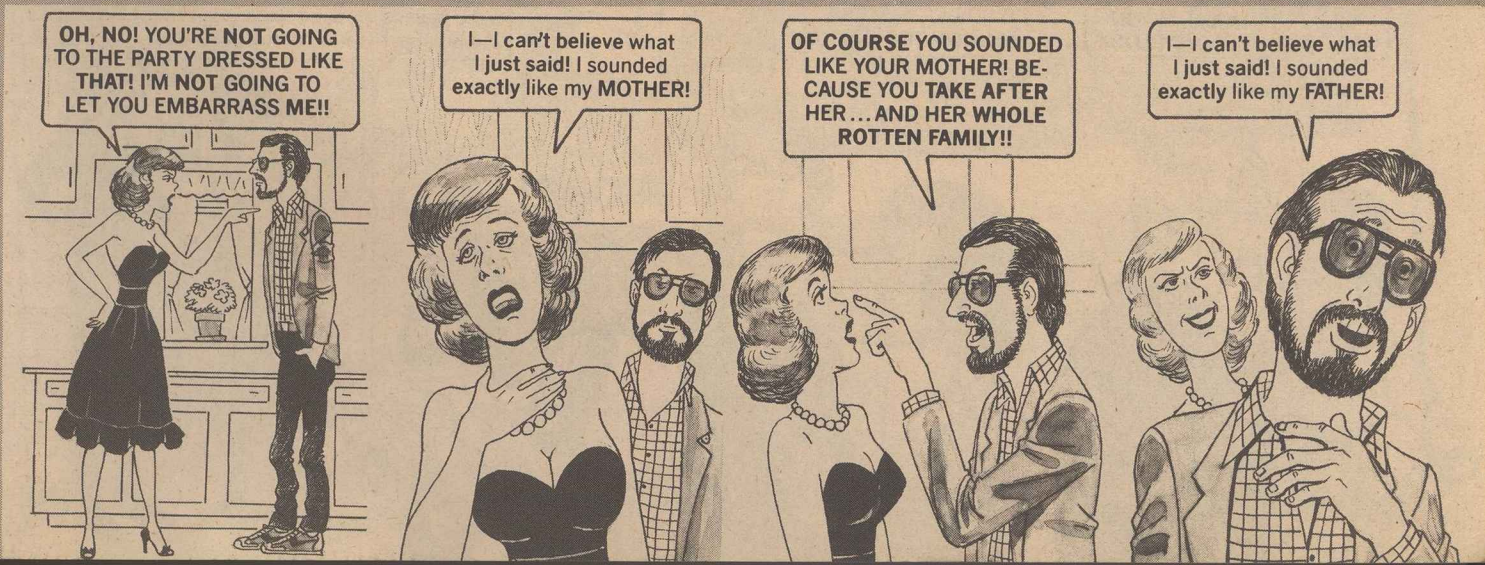
CHORES



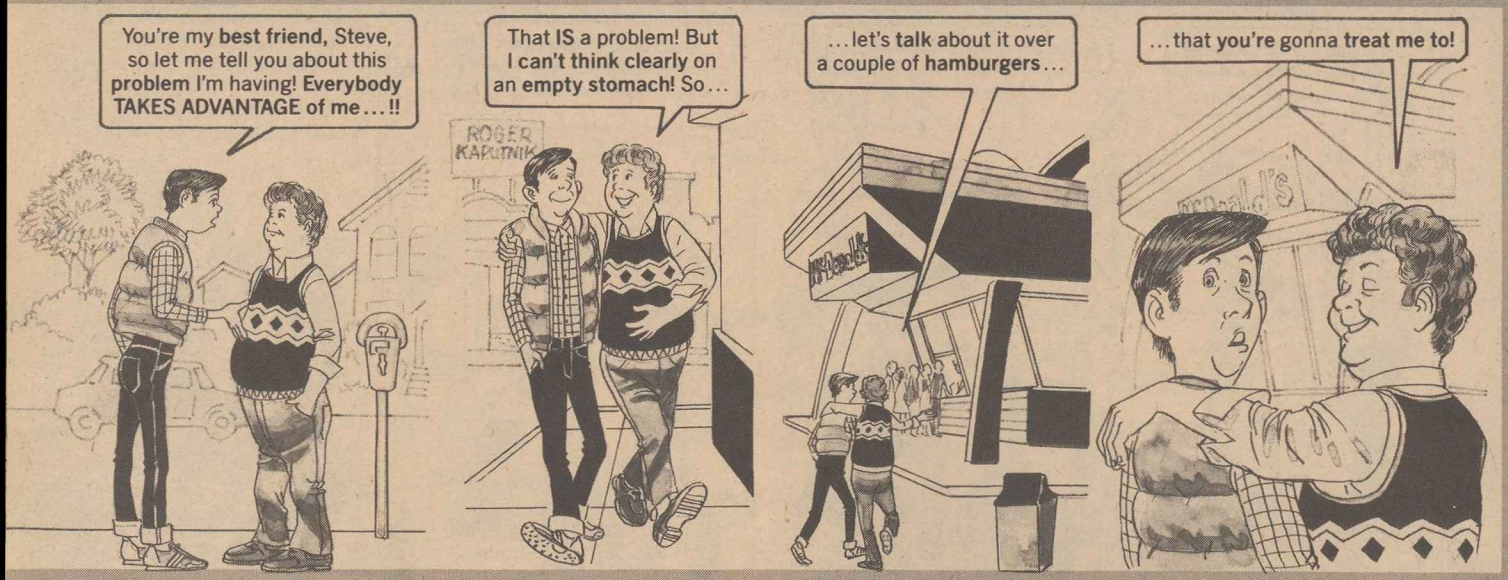
FEAR



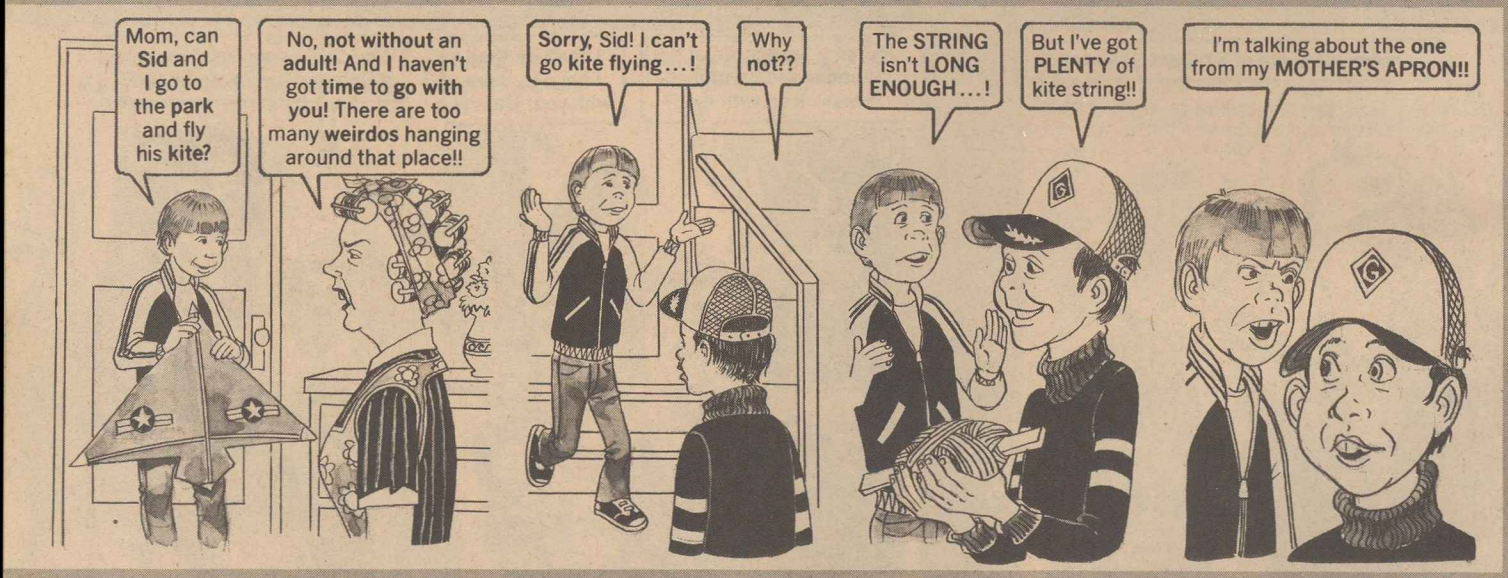
INHERITANCES



FRIENDSHIP

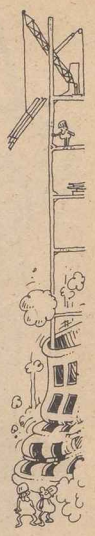


MOTHERS



CRITICISM

If you've ever flown, you know that every airline passenger is provided with reading material to help while away the time and make you forget how boring and uncomfortable the trip really is. This reading material usually consists of three items: (1) A magazine that extols the virtues of the airline you're flying, (2) A mail order catalogue of products that are sold by the airline you're flying, and (3) A safety information guide that makes you wish you'd never heard of the airline you're flying. With this idiotic article, we take



A MAD LOOK AT AIRLINE SAFETY INSTRUCTIONS

Airline emergency proceedures look great...on paper!

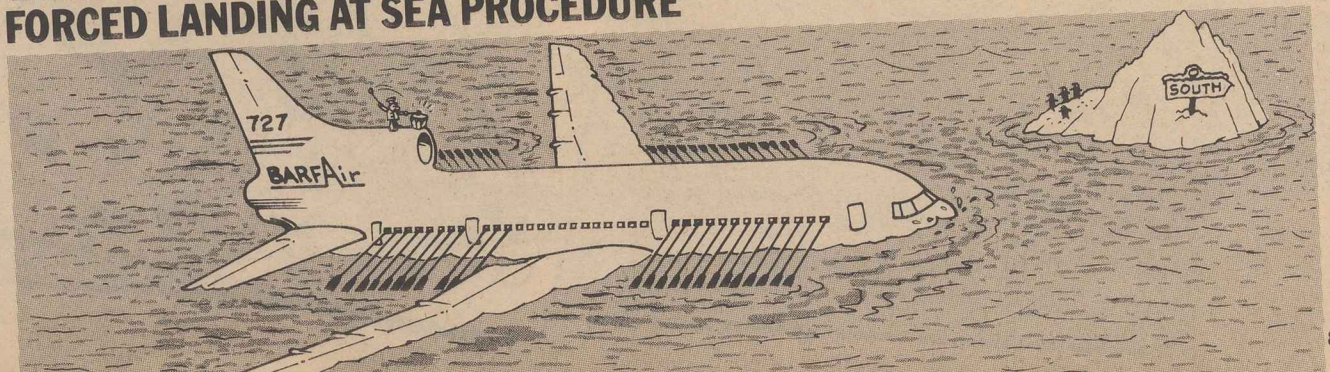
SAFETY INFORMATION
INFORMATION DE SEGURIDAD
RENSIGNEMENTS POUR VOTRE SECURITÉ
ROTSA RUCK

BOING FATBELLY
727 FEET (AROUND THE MIDDLE)

WRITER AND ARTIST: AL JAFFEE

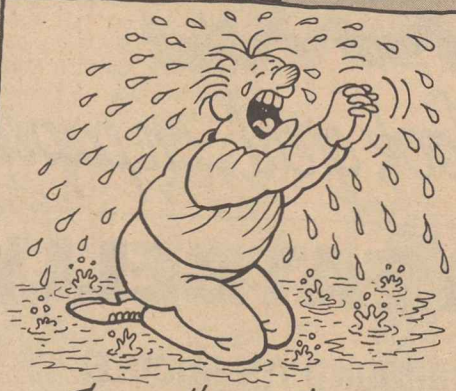
HOW TO LOCATE THIS CARD

FORCED LANDING AT SEA PROCEDURE



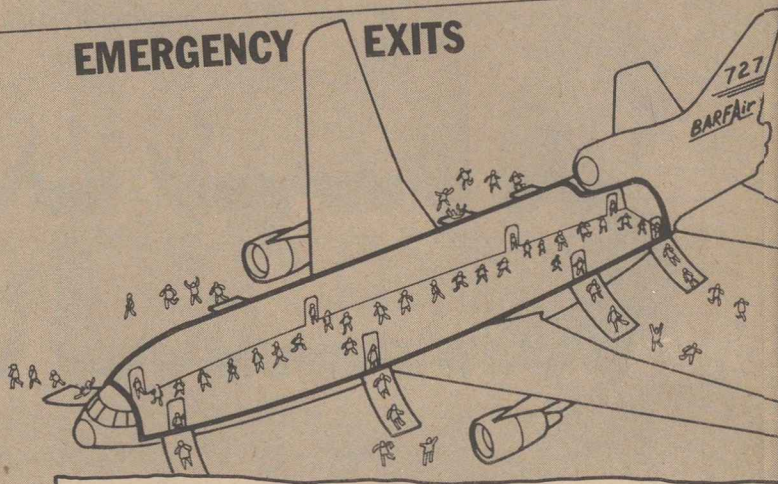
But in real life, they wouldn't quite work out that way...

EMERGENCY LANDING POSITION

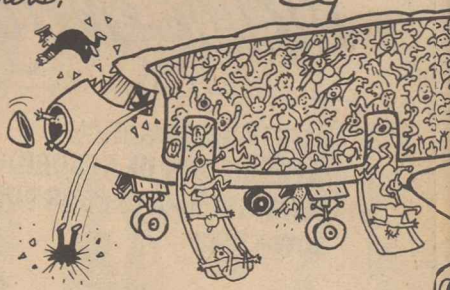


This is the position most passengers will probably assume!!

EMERGENCY EXITS

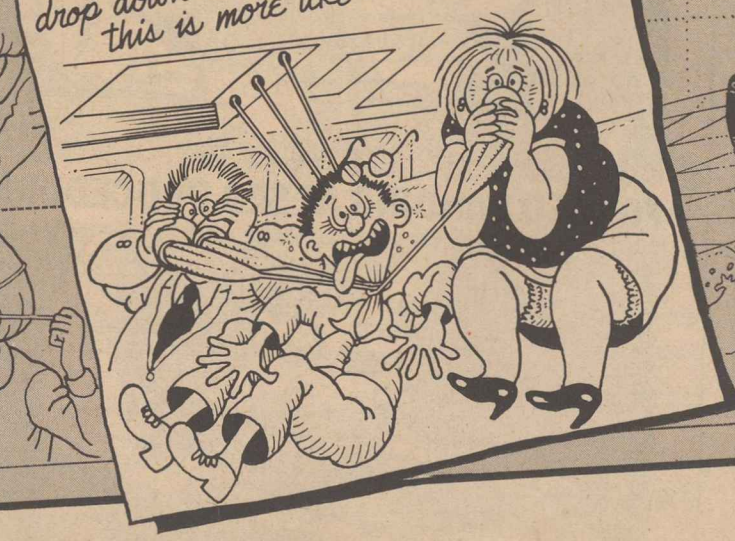


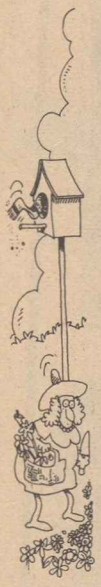
Diagrams of passengers heading for the exits always show an airliner with no seats, toilets, galleys, compartment walls, movie screens -- or people packed in like sardines!!

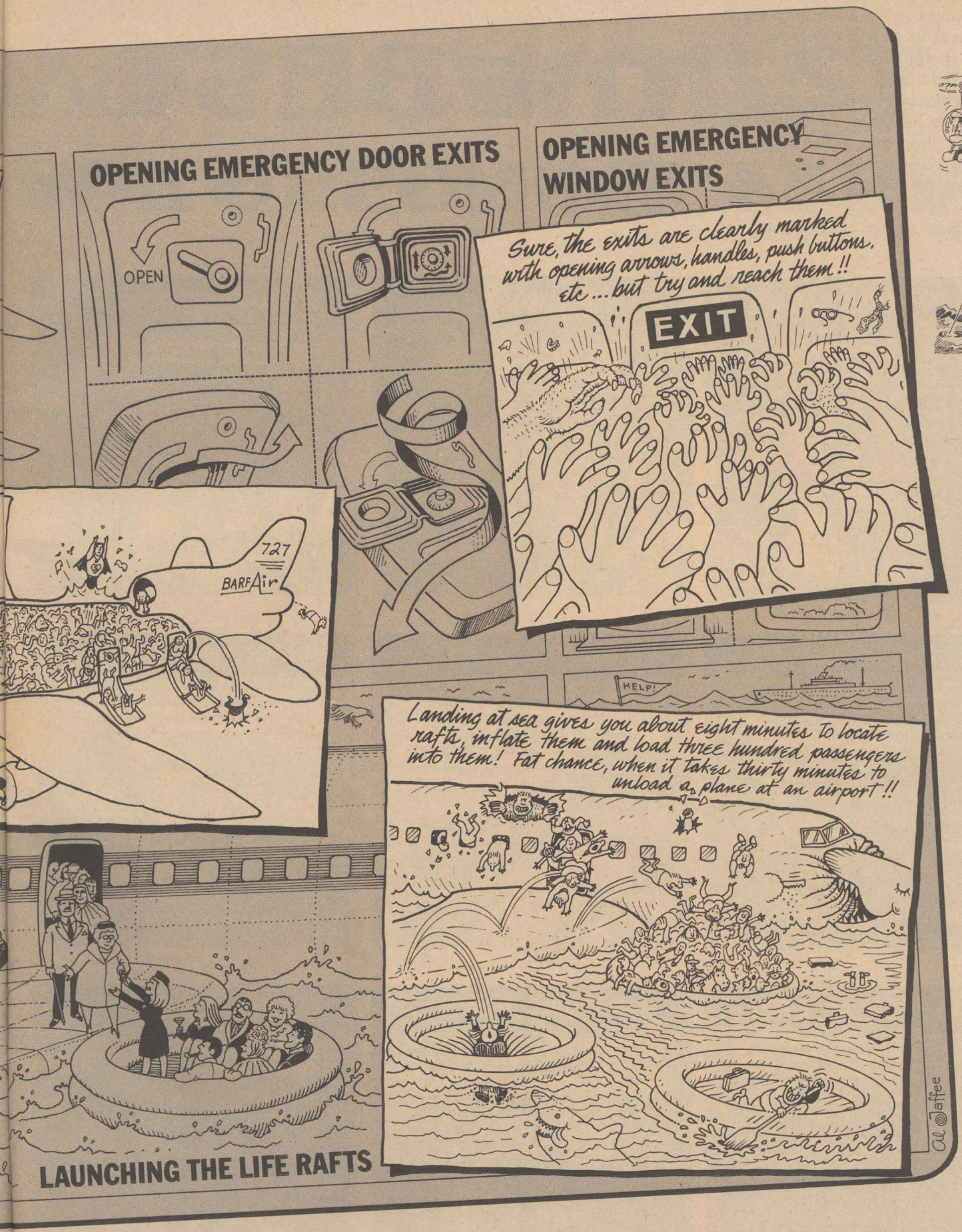


USING EMERGENCY OXYGEN

When three hundred oxygen masks drop down into a hysterical crowd, this is more like what you'll see!!





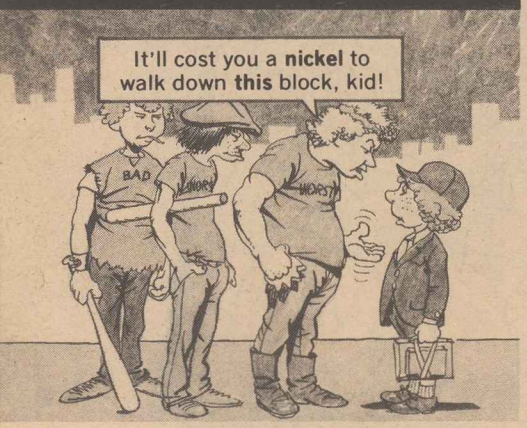

OPENING EMERGENCY DOOR EXITS
OPEN
OPENING EMERGENCY WINDOW EXITS
Sure, the exits are clearly marked with opening arrows, handles, push buttons, etc... but try and reach them!!
EXIT
727
BARF Air
HELP!
Landing at sea gives you about eight minutes to locate rafts, inflate them and load three hundred passengers into them! Fat chance, when it takes thirty minutes to unload a plane at an airport!!
Al Jaffee
LAUNCHING THE LIFE RAFTS

DUPES AND DON'TS DEPT.

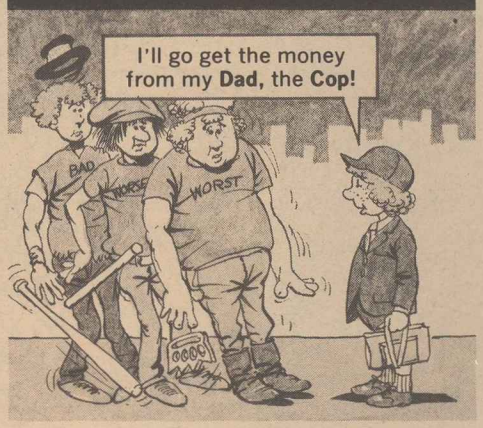
Ever lie awake at night, wishing you could re-live some important moment in your life because you just thought of a clever retort you could have made at the time? Unfortunately, most of us never seem to hit upon the best thing to say until long after we've already made fools of ourselves by saying the worst possible thing! Well, fret no longer! MAD now instructs all its clod readers in

THE BEST... A THINGS TO SAY

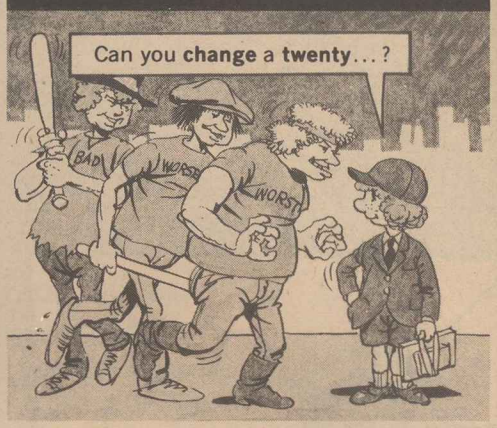
WHEN SOME BIGGER KIDS SAY...



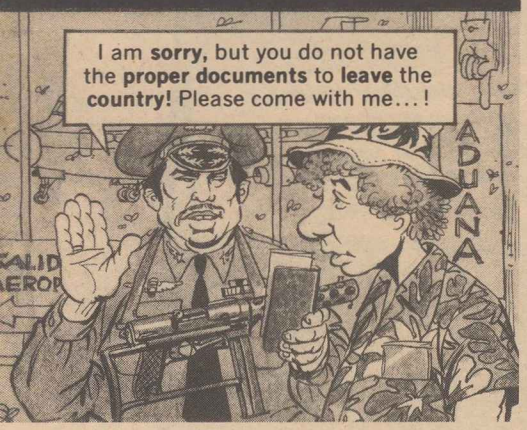
THE BEST THING TO SAY IS...



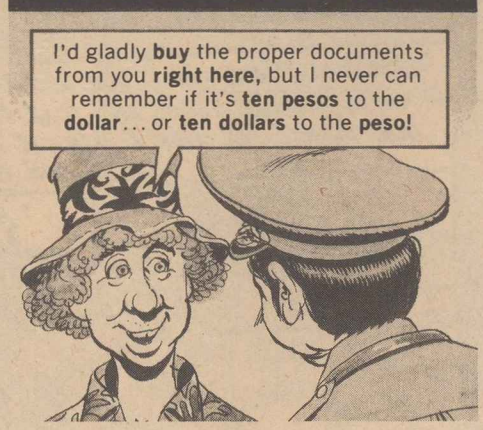
THE WORST THING TO SAY IS...



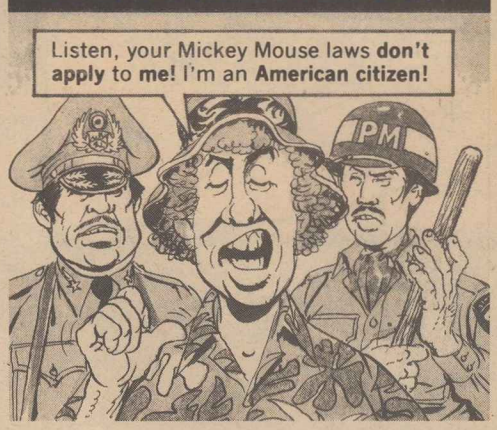
WHEN A FOREIGN FLUNKY SAYS...



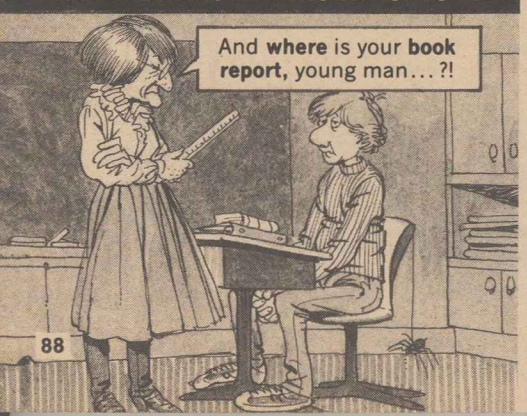
THE BEST THING TO SAY IS...



THE WORST THING TO SAY IS...

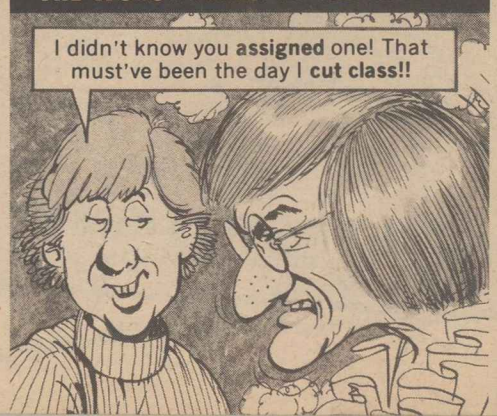


WHEN AN ANGRY TEACHER SAYS...



THE BEST THING TO SAY IS...

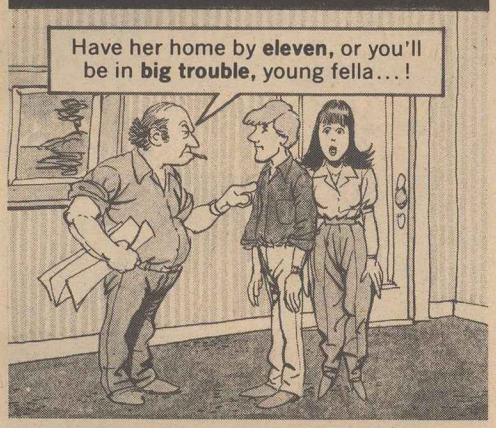
THE WORST THING TO SAY IS...



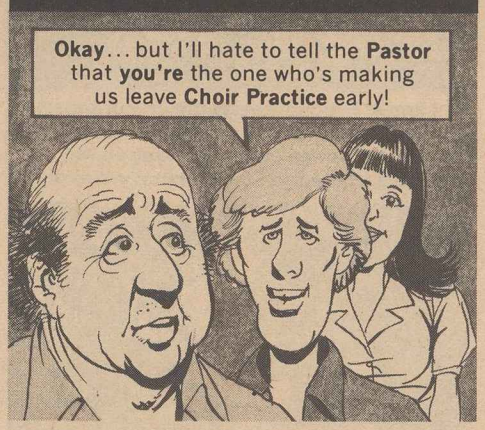
AND THE WORST...
FOR EVERY OCCASION

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

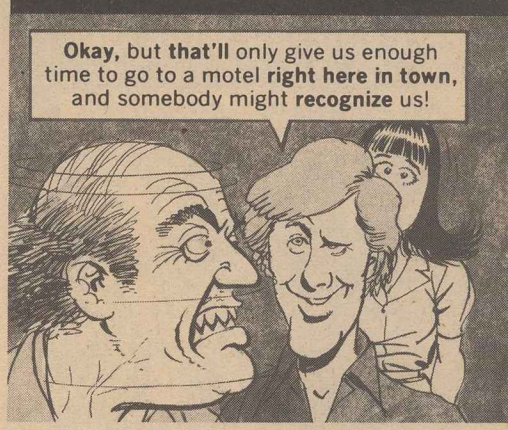
WHEN YOUR DATE'S FATHER SAYS...



THE BEST THING TO SAY IS...



THE WORST THING TO SAY IS...

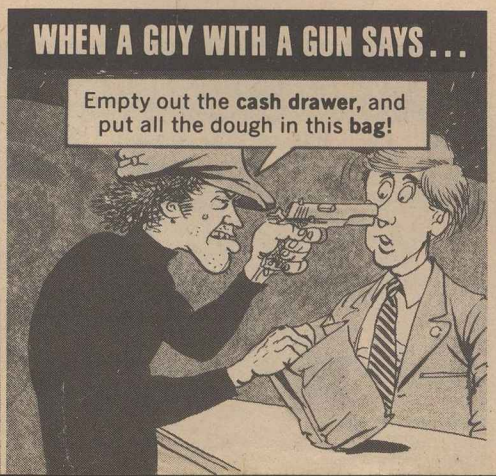


WHEN AN OBNOXIOUS GUY SAYS...

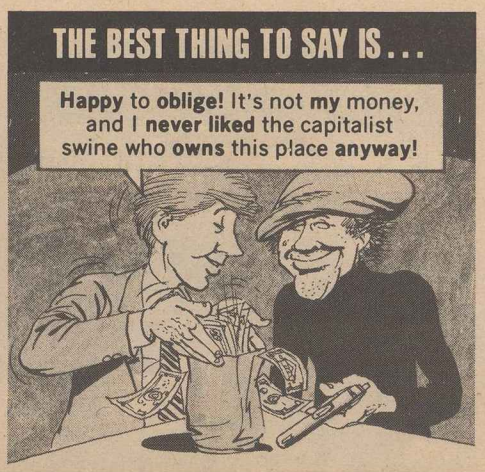
THE BEST THING TO SAY IS...

THE WORST THING TO SAY IS...

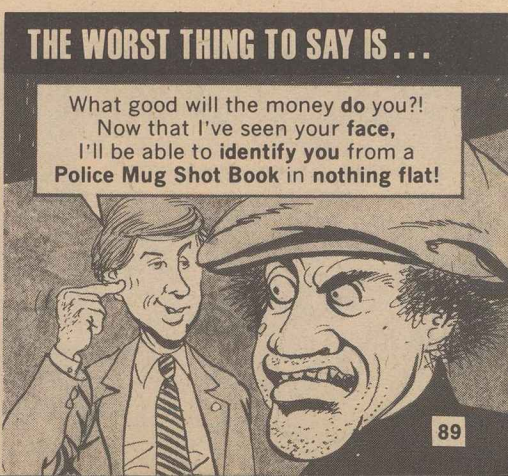
WHEN A GUY WITH A GUN SAYS...



THE BEST THING TO SAY IS...

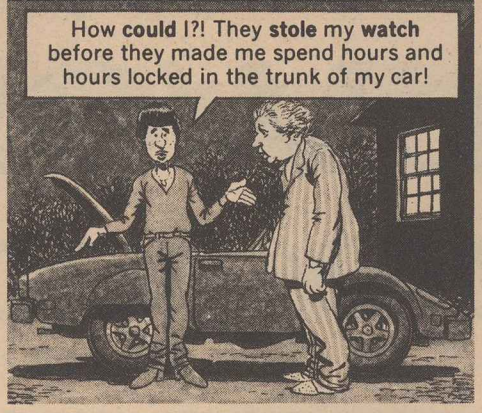


THE WORST THING TO SAY IS...

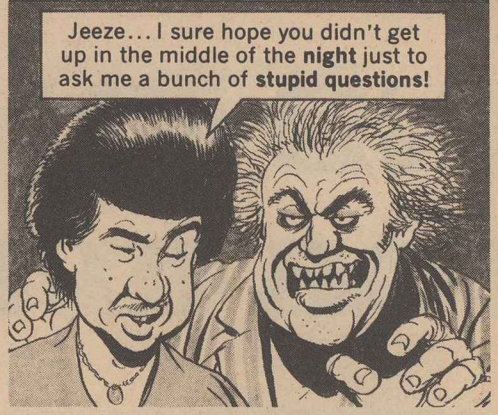


WHEN YOUR STEAMING DAD SAYS...

THE BEST THING TO SAY IS...



THE WORST THING TO SAY IS...



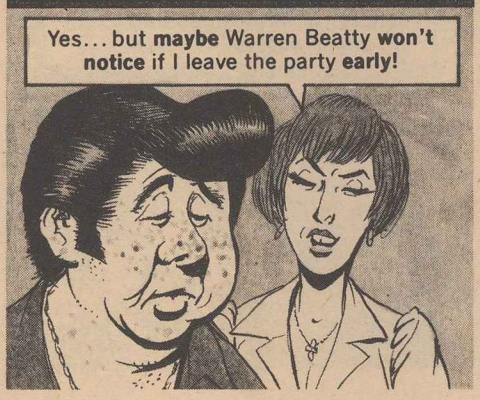
WHEN A STRANGE CALLER SAYS...

THE BEST THING TO SAY IS...

THE WORST THING TO SAY IS...

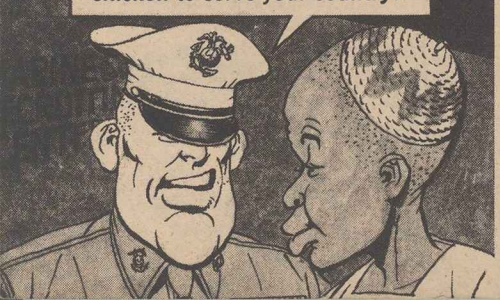
WHEN THE SCHOOL NERD SAYS...

THE BEST THING TO SAY IS...

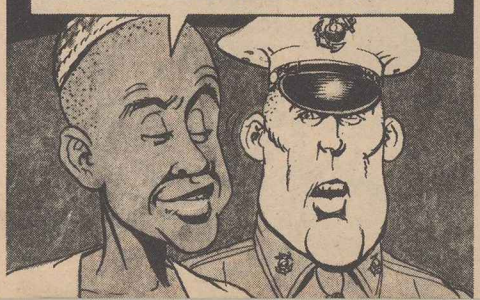


THE WORST THING TO SAY IS...

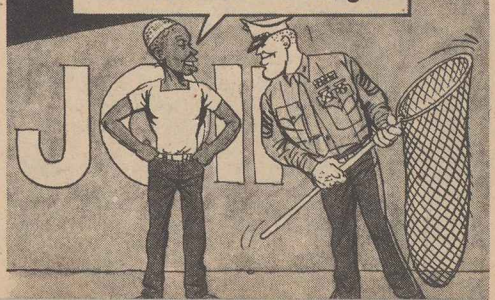
WHEN AN ENLISTMENT SGT. SAYS...



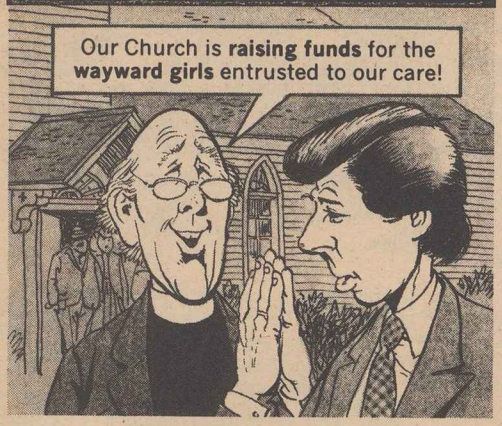
THE BEST THING TO SAY IS...



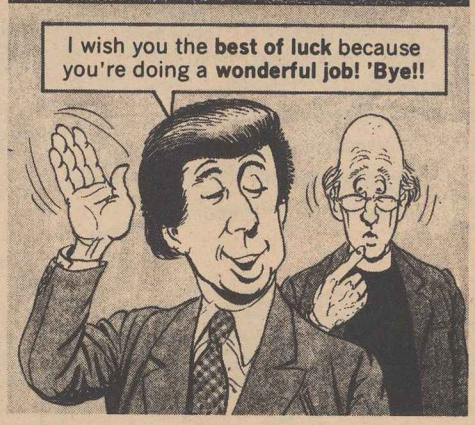
THE WORST THING TO SAY IS...



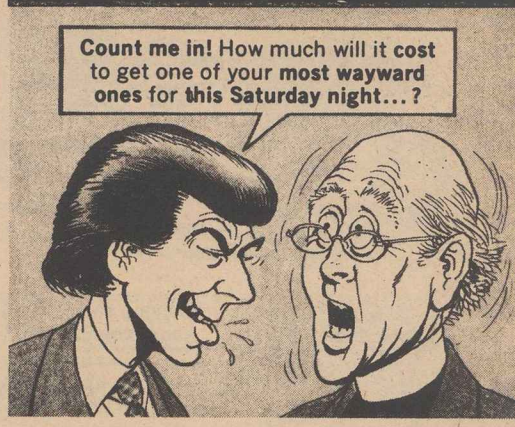
WHEN A SOLICITING PRIEST SAYS...



THE BEST THING TO SAY IS...

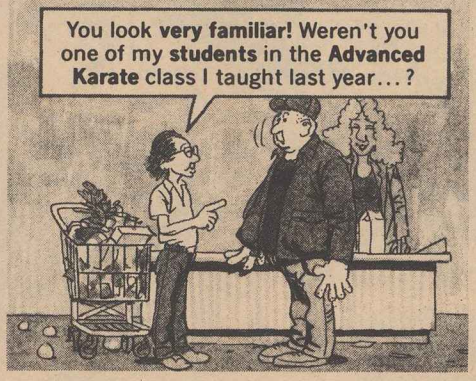


THE WORST THING TO SAY IS...

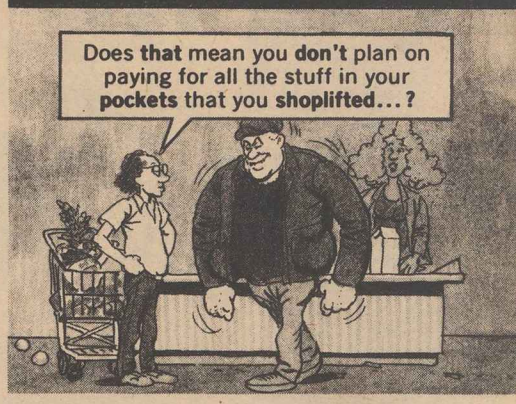


WHEN A TOUGH BULLY-TYPE SAYS...

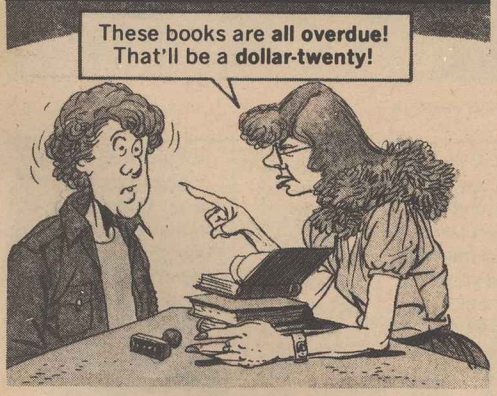
THE BEST THING TO SAY IS...



THE WORST THING TO SAY IS...



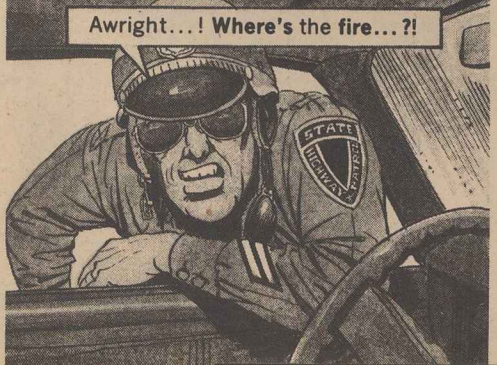
WHEN A SNIDE LIBRARIAN SAYS...



THE BEST THING TO SAY IS...

THE WORST THING TO SAY IS...

WHEN A MOTORCYCLE COP SAYS...



IF YOU'RE A GIRL... THE BEST THING TO SAY IS...

IF YOU'RE A BOY... THE WORST THING TO SAY IS...

SALOONY GOONS DEPT.

What would you call a guy with the gall to open up a bar—
Knowing that booze is why he's now a *former* baseball star?
A guy like that you'd call a creep!
That ain't so on a TV show that's built around a place—
Where the cast drops zingers at a rapid-fire pace!
Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'
buddies and their peers—
Blast 'em after all these years!
With this in mind producers find
that they're insuring their careers!
They've got a show that's got them laughing in their...

Beers

Man, I am **beat!** I been diggin' ditches, pullin' wire an' layin' cable **all day!** But **now**... it's **SOPHISTICATED COMEDY TIME!**

Yeah! After a **tough day,** we blue-collar workers **thirst** for only **ONE THING**... witty, refreshing **ONE LINERS**... an' hip, underplayed **satirical FARCE!**

Everybody comes here to **"BEERS"!** It seems to be the **HOT, NEW COMEDY HANG-OUT!**

And **deservedly so**...! As a **TV Critic,** I must say the **"writing"** is **crisp,** the **"relationships" deep** and the **"regulars" quirky!** In all my years of watching **TV SitComs,** I don't **ever** remember **this** level of intelligent humor!

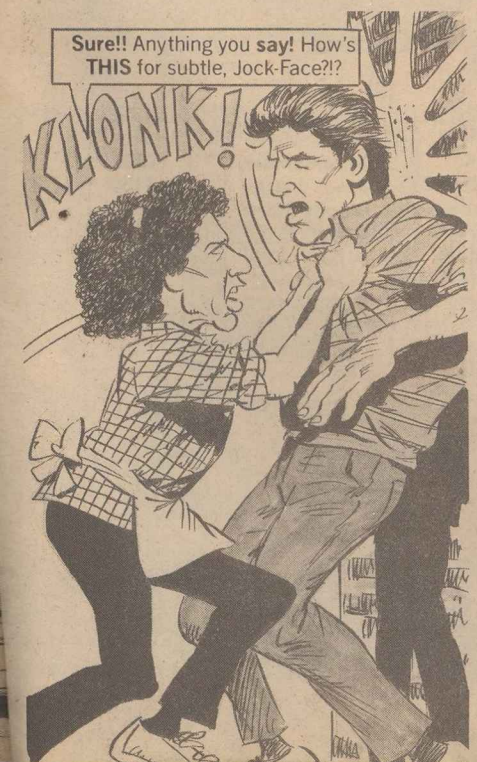
I do!! When **WE** did it, a year ago!!

YOU?!

Yeah! in our late, great TV Series called **"TAXI"!**

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN

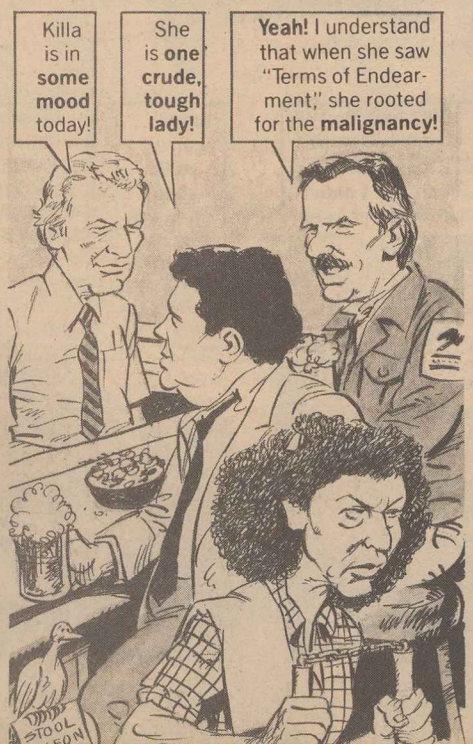
Sure!! Anything you **say!** How's **THIS** for subtle, Jock-Face?!?



Killa is in **some mood** today!

She is **one crude, tough lady!**

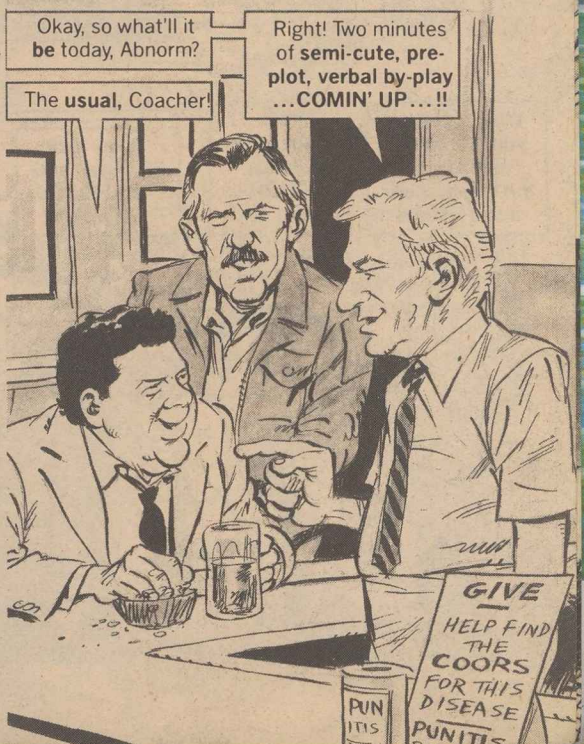
Yeah! I understand that when she saw "Terms of Endearment," she rooted for the **malignancy!**



Okay, so what'll it **be** today, Abnorm?

The **usual,** Coacher!

Right! Two minutes of **semi-cute, pre-plot, verbal by-play ...COMIN' UP...!!**



Y'know, I read somewhere that the **dolphin** is the **world's smartest fish!**

It must be **true,** Coacher! I never heard of a **dolphin failing** an **S.A.T. exam!**

So... if the **dolphin** is the world's **smartest** fish, what's the **DUMBEST** fish?

My vote goes to the **DEEP-FRIED SHRIMP!!**

Y'know... scientists **ALSO** say that the **dolphin** is **SMARTER** than **MAN!**

Well, **I'm** not so **sure** about **that!**

Let's ask **Sham!** See what **HE** thinks!

Hey, Sham, are **dolphins smarter** than **Man??**

Well, the **'72** Dolphins were pretty smart! But **don't forget,** that was the year they had **Jim Kiik, Mercury Morris** and **Larry Csonka!!**

That **settles** it! Yep, the **dolphin** is **DEFINITELY SMARTER** than **THIS man!!**

HAPPY HOUR

ALPO

Gi'me a **beer!** I've got a **big problem!**

What **kind** of a problem?

Well, I invited my **Boss** to my house for **dinner** tonight... but my **Wife** thought it was for **tomorrow** night ...and all we got is **meatloaf**... and my Boss is a **strict vegetarian!**

Choke! **THAT's** your **problem?!?**

Beer

MAI TAI

This is a **hip, Emmy Award-winning show** with a **fresh new concept!** Don't **EVER** come in here with a **1950's standard "I Love Lucy"-type SitCom Premise AGAIN!!**

What's eating you, Sham...? You're giving the **Happy Hour** a **bad name!!**

Yeah...! You were kinda **ROUGH** on that guy!

It's my love life! Dyan and I had **WORDS** last night!!

Big deal!! **Every** couple has words!

Yeah, but **I didn't understand hers!**

NO BOOZE ON CREDIT

Sham... can we **talk** about our **date** last night?

What about last night?!?

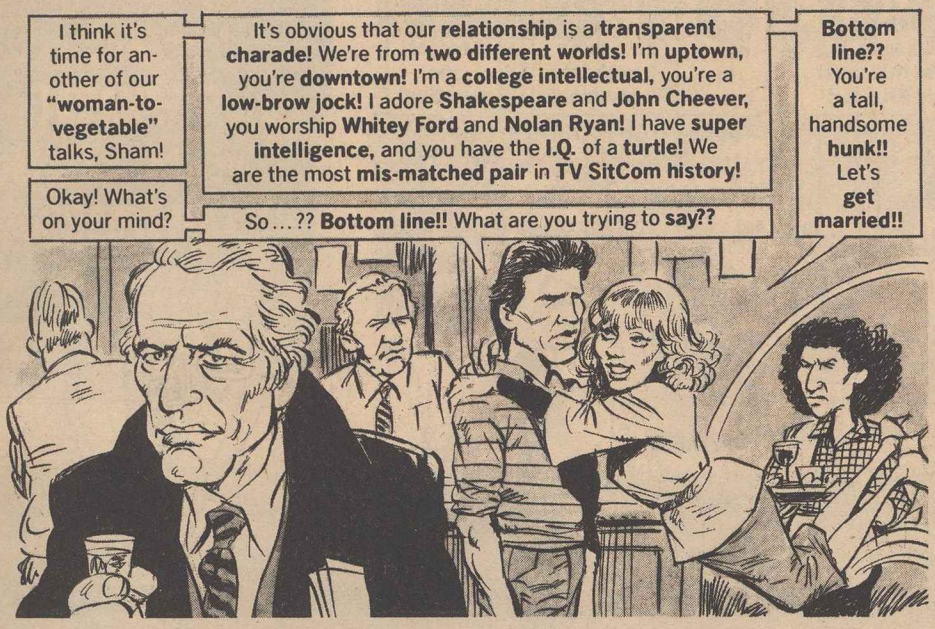
As a **reformed alcoholic,** you made a **giant *faux pas!***

No, I didn't!! If I **remember,** it was a **large Bloody Mary!**

A ***faux pas*** is a **MISTAKE!**

I guess I **DID** put too much **Tabasco Sauce** in it!!

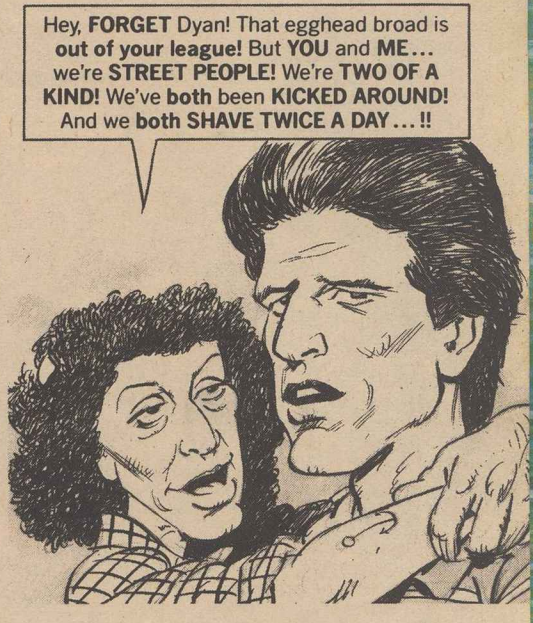
PET SHOP

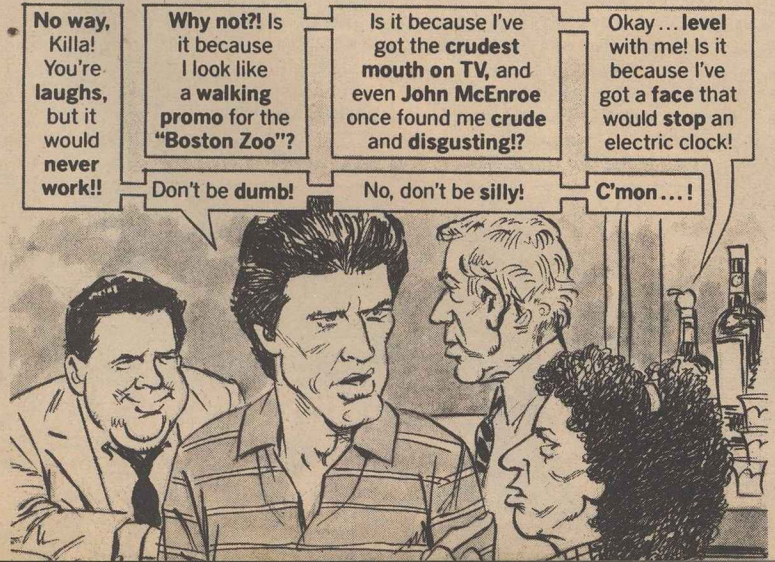

I think it's time for another of our "woman-to-vegetable" talks, Sham!
It's obvious that our relationship is a transparent charade! We're from two different worlds! I'm uptown, you're downtown! I'm a college intellectual, you're a low-brow jock! I adore Shakespeare and John Cheever, you worship Whitey Ford and Nolan Ryan! I have super intelligence, and you have the I.Q. of a turtle! We are the most mis-matched pair in TV SitCom history!
Bottom line?? You're a tall, handsome hunk!! Let's get married!!
Okay! What's on your mind?
So... ?? Bottom line!! What are you trying to say??

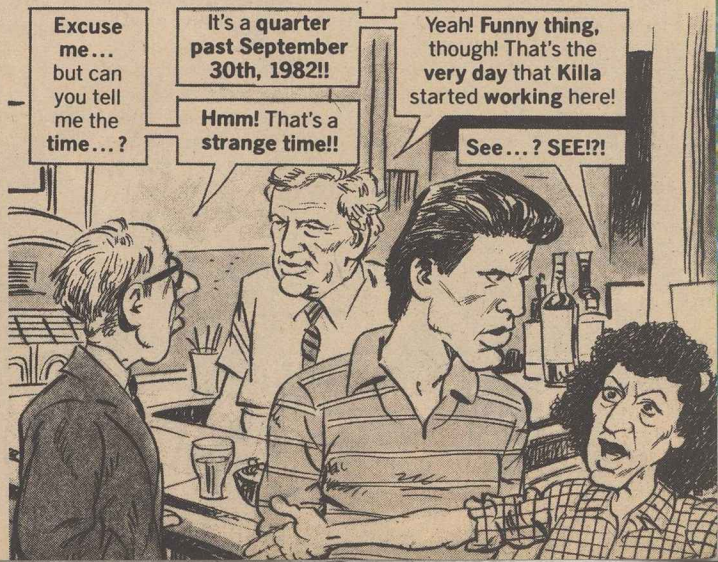
Hey, you're serious!!
Gee, Dyan... I'm not sure I could settle down! As an ex-ball player, I kinda LIKE the "Free Agent" rule!
Yes! I want a commitment from you... before this show gets so clever, it's cancelled!
Perhaps if I changed into SOMETHING FLIMSY!?

Okay...! You went out, and you came back, and I'm still waiting! What's so FLIMSY??
The PREMISE!! You have 24 hours... or 2 MAD pages... to make up your mind! Marry me... or I'm quitting "BEERS"!

Holy cow! What a dilemma! I LIKE Dyan, but I can't tie myself down! There are still 40 or 50 girls in New England that I haven't been to bed with!!
And I'M one of them!!
Killa!! YOU?!? Are YOU coming on to me!
Why NOT?? Every OTHER chick in this series does!!


Hey, FORGET Dyan! That egghead broad is out of your league! But YOU and ME... we're STREET PEOPLE! We're TWO OF A KIND! We've both been KICKED AROUND! And we both SHAVE TWICE A DAY...!!


No way, Killa! You're laughs, but it would never work!!
Why not?! Is it because I look like a walking promo for the "Boston Zoo"?
Is it because I've got the crudest mouth on TV, and even John McEnroe once found me crude and disgusting!?
Okay... level with me! Is it because I've got a face that would stop an electric clock!
Don't be dumb!
No, don't be silly!
C'mon...!


Excuse me... but can you tell me the time...?
It's a quarter past September 30th, 1982!!
Hmm! That's a strange time!!
Yeah! Funny thing, though! That's the very day that Killa started working here!
See...? SEE!?!

As my three brightest friends... a goof-off mailman, a bloated, unemployed accountant, and an absent-minded bartender... I welcome your feedback, and your keen insight...!
So tell me!! Do I marry her, or not!!
Well, Dyan has a clean, collegiate beauty! And she radiates a saucy, savvy sophistication! She exudes a long, leggy sexiness that most men would KILL for!
So...?
Dump her!! Who needs the broad!!
Yeah! As we say in the Post Office ...don't rush into anything!!
And you, Coacher?
Sorry, Sham! I forgot the question!
TU-BORG OR NOT TO BORG- THAT IS THE AMSTEL
2¢ PLAIN
You want MY advice??
HEEERE'S JOHNNY
Look who dropped in at "Beers"!!
First, Tip O'Neill... then Dick Cavett... now JOHNNY CARSON!!
Isn't it amazing how a CELEBRITY CAMEO conveniently appears whenever the plot seems to be faltering!
And it doesn't hurt the Neilsen ratings, either!
So what's your advice?
I say, go for it! Despite my personal problems, I still feel that the only way Man can achieve total happiness is through marriage!
You believe that?
Yes! And I ALSO believe nuclear leaks are fun— Michael Jackson can't dance—and you're playing with a full deck!
TRES XXX
Okay, baby! Let's get hitched! But on one condition!!
I cleared about $85 last week, and I want to protect my wealth! I think we should have a pre-knuckleball agreement!!
That's a pre-NUPTIAL agreement, Knucklehead!
Wait, Sham! You sure you wanna do this?!? Marry Dyan an' she'll have you back on the booze in about two weeks! You'll turn out worse than Abnorm ...stupid AND drunk!
He's right, Sham! Marriage won't stop Dyan's nagging ...but it will stop her from caring about things, like her weight! In about three weeks she's gonna end up looking like the White Man's Nell Carter!
What's more important, if there's one thing that destroys sex, it's marriage! And once that sexy by-play between you disappears, our ratings'll slide faster than raw clams down our throats! The show will be dead in about four weeks ...and we'll all be out of work!
BOSTON COMMON
I must've been CRAZY to think about getting married!! I'm gonna stick to DATING BIMBOS!!
What about ME?!
YOU can date bimbos, TOO! Some far-out LESBIAN EPISODES would be GREAT for our ratings!

WHAT COMPETITIVE RUSSIAN AND JAPANESE ENTERPRISE THREATENS TOTAL ANNIHILATION?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING

A▸ ◂B

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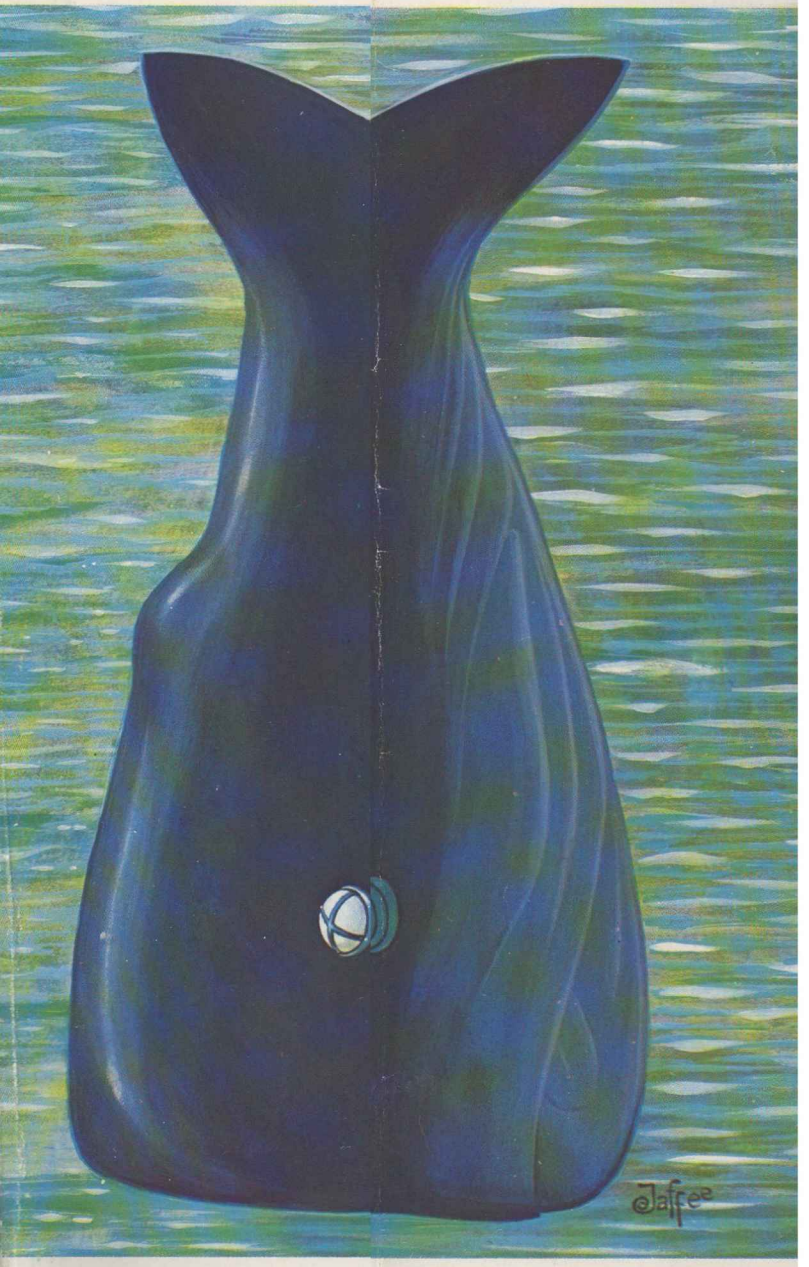


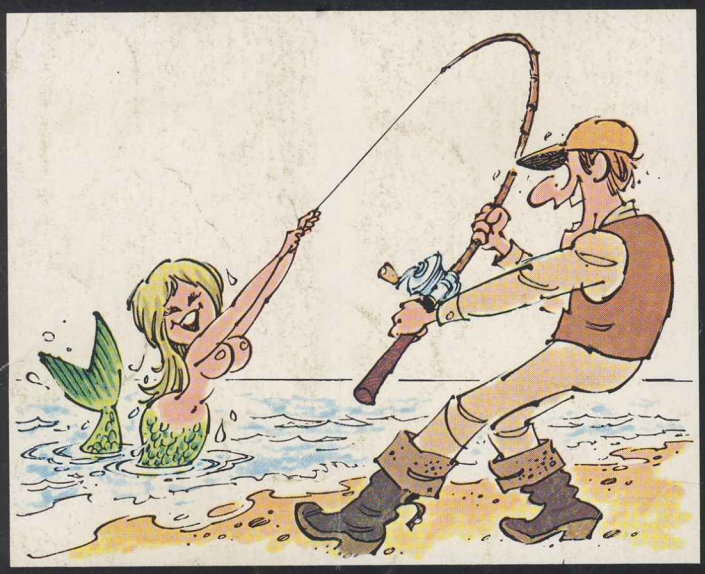
WHALE

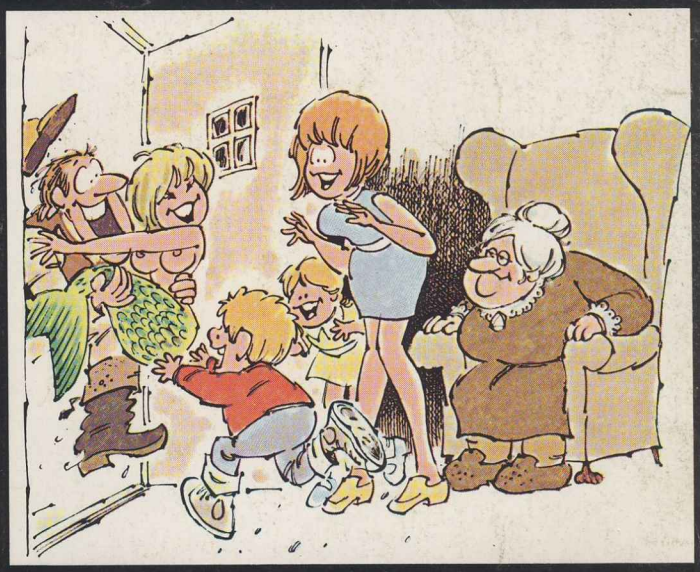
ARTIST & WRITER:
AL JAFFEE

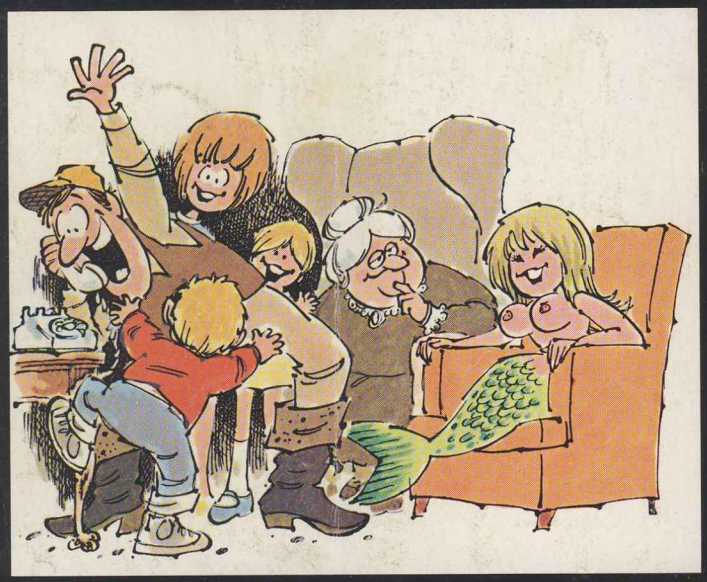
KILLING

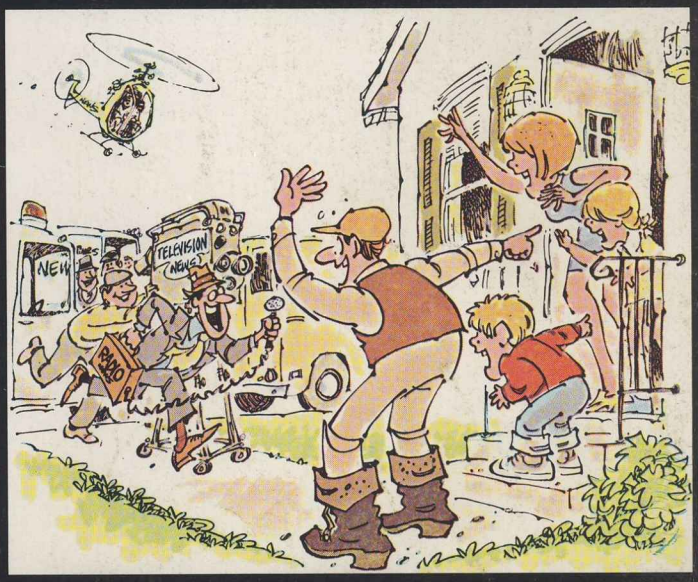
A▸◂B

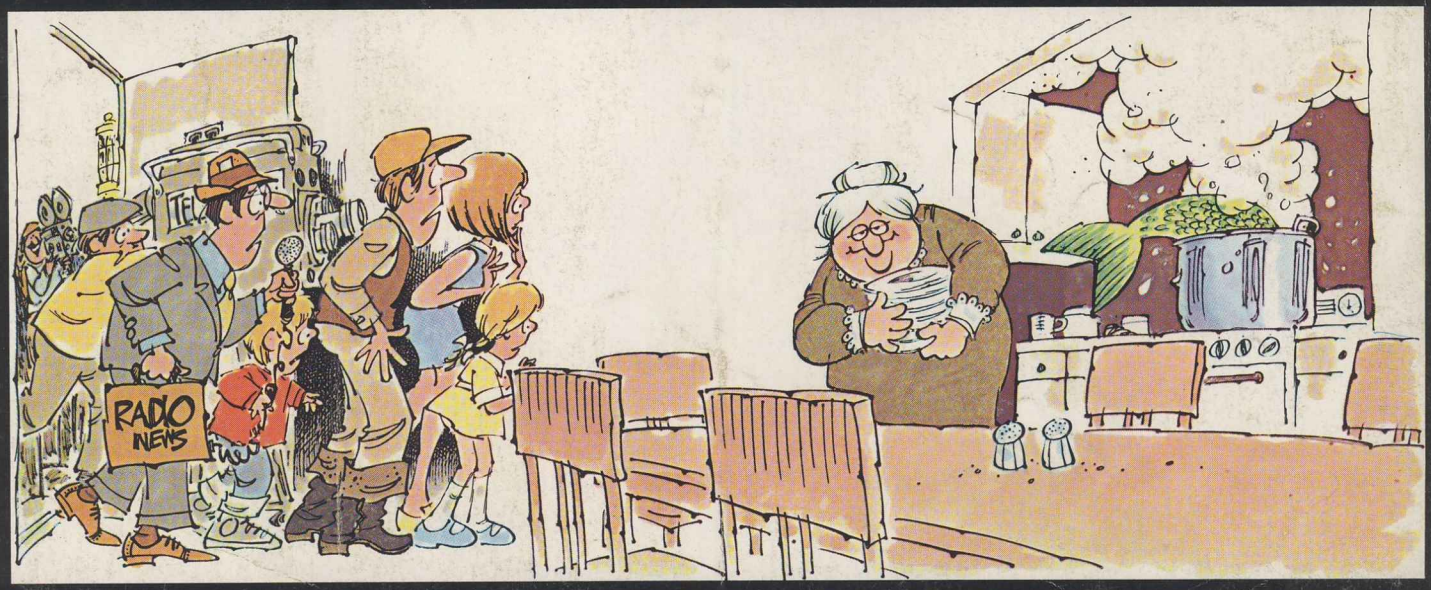
A FISH TALE











ARTIST: PAUL COKER, JR. WRITER: AL JAFFEE